

VOL. XXXI, NO. 24

WEEK ENDING
AUGUST 2, 1930

PRICE TEN CENTS

Mid-Week Pictorial

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY

'NEWS OF THE WORLD IN PICTURES'



TIME TO RE-FUEL

Lawrence and Robert Gravelly, Up a Tree in Pittsburgh, Get a New Load of Supplies From Their Base as They Enter the 100th Hour of Their Endurance Contest.

(International.)



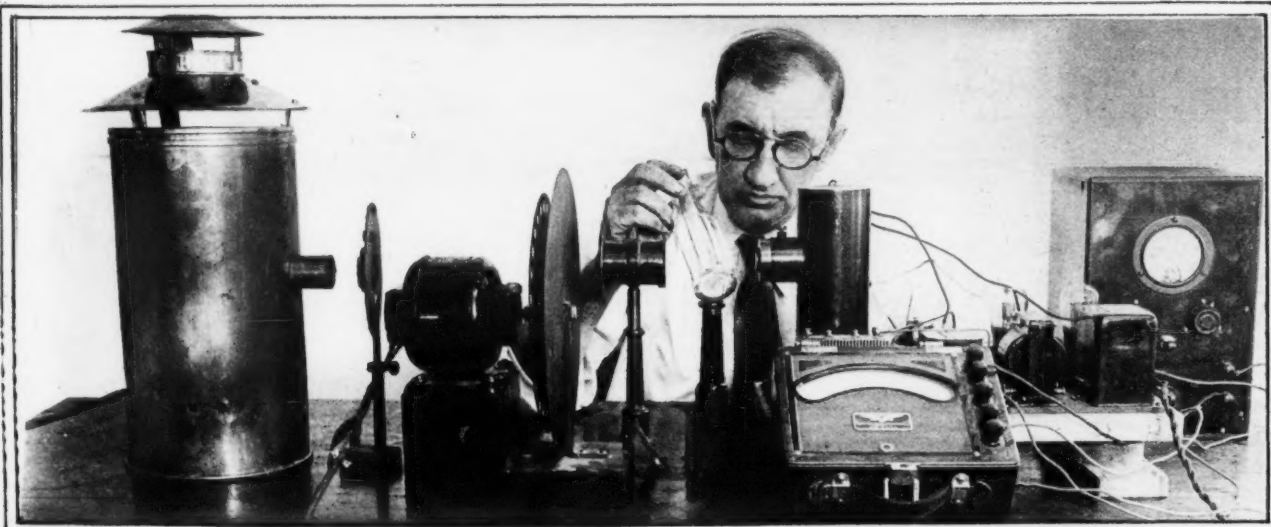
THE "FIRST LADY" VISITS THE LITTLE RED SCHOOLHOUSE SHE HELPED TO FOUND: MRS. HERBERT HOOVER Pointing Toward Twin Mountain as She Talks to Miss Christine Vest, Teacher of the School, Which Was Opened in February, Near the Presidential Summer Camp on the Rapidan River.
(Times Wide World Photos.)



At Left—THEIR LAST DAY OF SCHOOL BEFORE THE SUMMER VACATION: CHILDREN OF THE "HOOVER SCHOOL" on the Rapidan River, in Virginia, Photographed at Their Desks, With the President's Wife Observing Their Work. The Setting-up of the Hoover Camp on the Rapidan Called Attention to the Lack of Educational Facilities for These Mountain Children and Led to the Starting of the School.
(Times Wide World Photos.)



THE "MISS GERMANY 1930," WHO IS COMING TO GALVESTON: FRAULEIN CARLA BOEHL of Hamburg, Who Will Represent Her Country in the Beauty Contest in the Texas City, While Another Girl Is Attempting to Carry Off the Honors in the Rio de Janeiro Competition.
(Times Wide World Photos.)



A DEVICE WHICH DETECTS WEAK SPOTS IN BOTTLES: "ELECTRICAL EYE" Perfected After Years of Research by Dr. A. L. Duval d'Adrian of St. Louis, in Which Prisms of Light Indicate the Degree of Strain in Glass, Making Possible Large Savings to the Industry.
(Times Wide World Photos.)

Mid-Week Pictorial

"A National Magazine of News Pictures"

VOL. XXXI, No. 24.

NEW YORK, WEEK ENDING AUGUST 2, 1930.

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EVIDENCE OF A DANCER'S LOFTY AMBITION

Miss Janet Chandler of Los Angeles, Holding the Last of the Fifty Cups She Resolved Fourteen Months Ago to Win Before Considering Her Career in Competitive Dancing at an End.

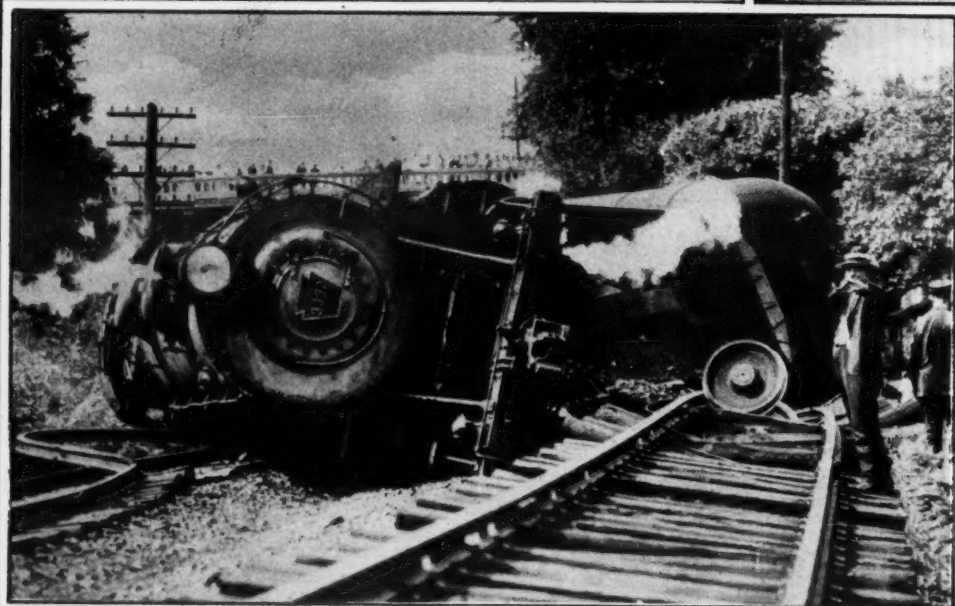
(Times Wide World Photos.)



A ROOSTER THAT MUST HAVE A STRAIN OF DUCK IN HIM: SEA-MINDED CHICKEN,
Owned by Captain Swift of Seattle, Which Often Goes for a Swim and Occasionally Gets Into Difficulties, as He Once Had to Be Rescued From a Log on Which He Was Floating in the Lake Washington Canal. (Times Wide World Photos.)



IN TRIBUTE TO THE CREATOR OF SHERLOCK HOLMES: SCENE AT THE FUNERAL OF SIR ARTHUR CONAN DOYLE
on the Lawn of His Home at Crowborough, Sussex, England, Before He Was Buried in the Near-by Garden, Where He Had Told of Conversing With Spirits. (Times Wide World Photos.)



A WRECK THAT IS ATTRIBUTED TO A BOYISH PRANK: LOCOMOTIVE AND THREE CARS
of a Pennsylvania Express Overturned Near Baltimore by a Railroad Spike Placed on the Track. No One Was Injured. (Times Wide World Photos.)

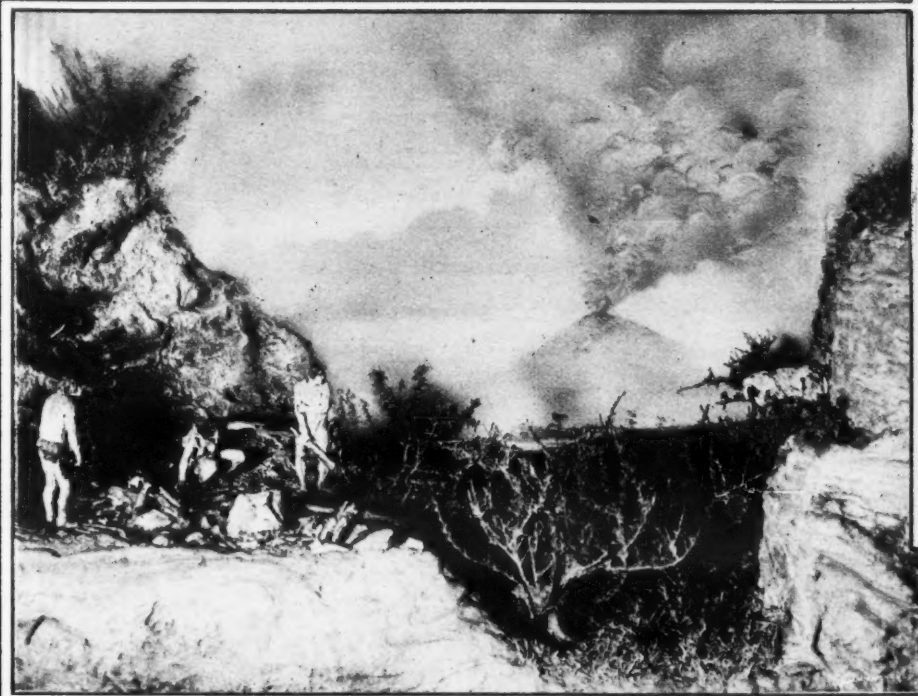
AMID THE ICELAND POPPIES ON THE SHORES OF LAKE LOUISE: MRS. W. A. LOCKWOOD
of New York, President of the Garden Club of America, Studies the Floral Display on a Tour of the Canadian Rockies in Which 145 Members of the Organization Participated. (Canadian Pacific.)

At Right—BLAZING A TRAIL IN A NEW TRADE FOR WOMEN: FRAU JOHANNA WAGNER
of Berlin-Schoeneberg, Who Is the First Tinsmith of Her Sex in Germany, Having Obtained a Diploma Which Enables Her to Operate a Shop by Passing a Severe Examination Before a Committee of Experts. (Times Wide World Photos.)

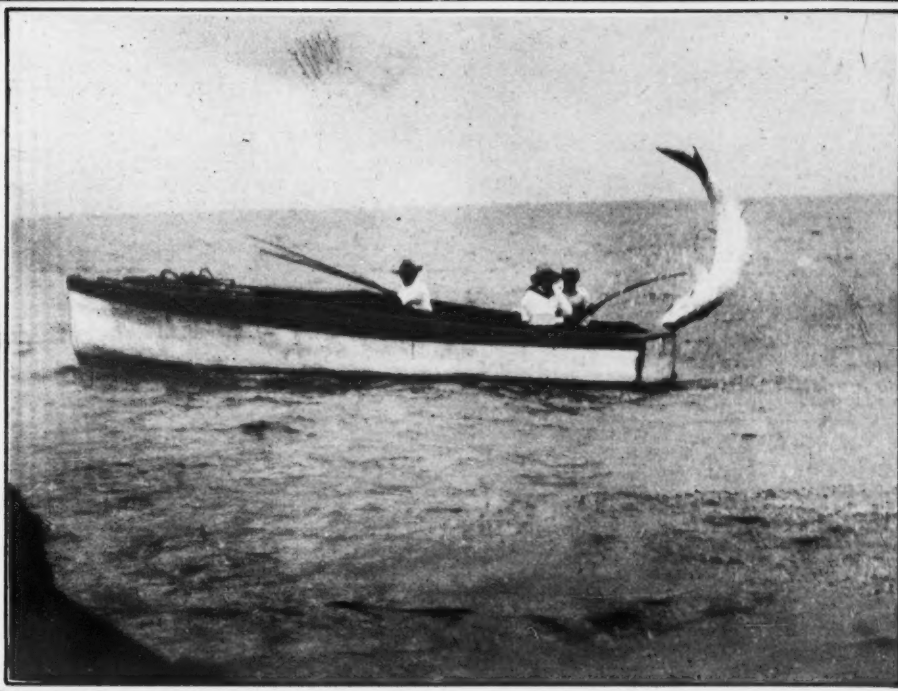




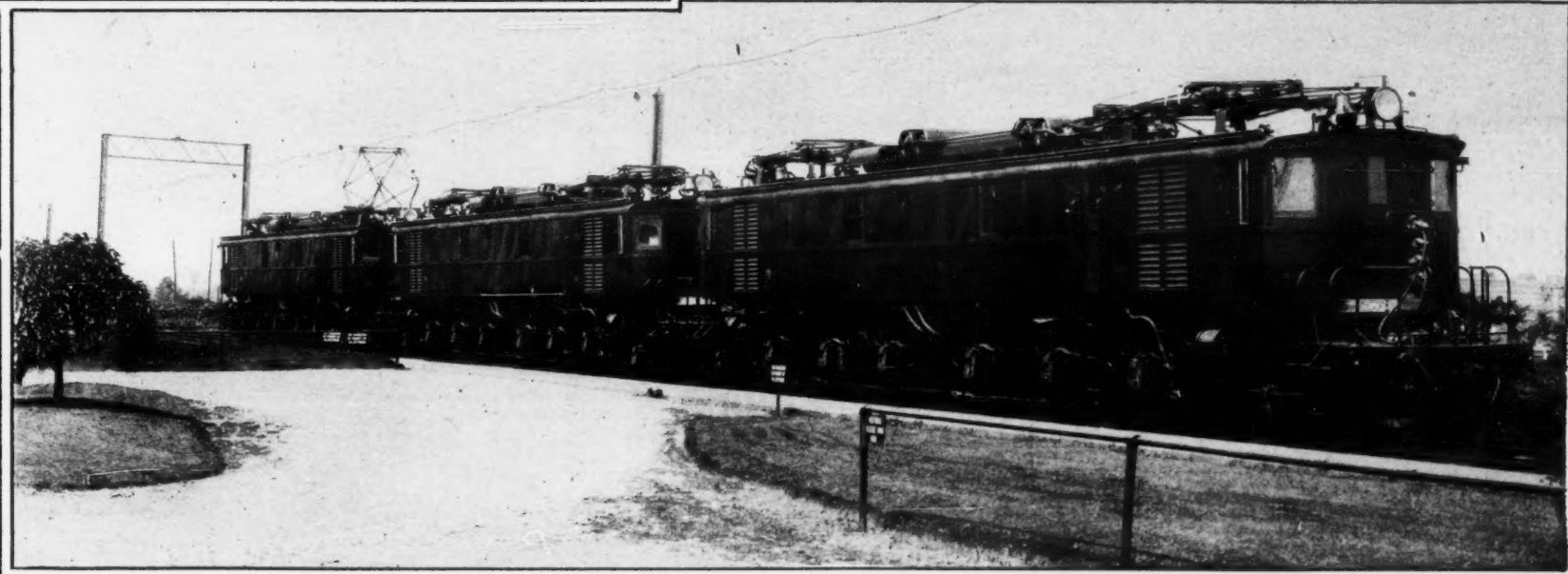
THE HOOFS FLY AT THE EMPIRE CITY TRACK: THE START OF THE FOURTH RACE, "THE YONKERS HANDICAP," on the Season's First Day of Racing at the New York City Course.



THE ROMANCE OF MAN'S ASCENDANCY OVER NATURE DEPICTED IN MINIATURE: SCENE IN EURASIA, Where Man First Learned of Fire by Watching an Active Volcano, One of the Group Being Constructed From Scientific Data at the Southwest Museum in Los Angeles by Miss Elizabeth Mason Under the Direction of Dr. James A. B. Scherer, Director of the Museum. (Times Wide World Photos.)



ONE OF THE BIG ONES THAT DID NOT GET AWAY: A TARPON Breaching Its Last as It Was Pulled in After a Struggle of Forty-five Minutes by Fishermen Off Port Aransas, Texas, Where These Big Game Fish Abound. (Associated Press.)



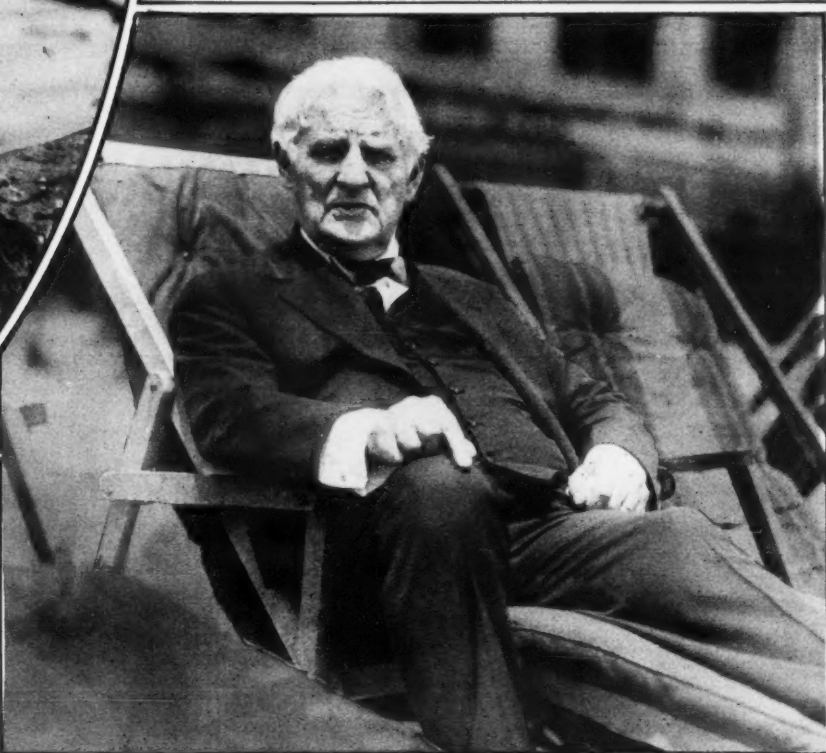
BEHEMOTHS OF THE RAILS TO WORK IN AMERICA'S LONGEST TUNNEL: THREE ELECTRIC LOCOMOTIVES, Each Weighing 260 Tons, on the Test Track at the Erie Works of the General Electric Company Before Delivery to the Great Northern Railway for Use in the New 7½-Mile Cascade Tunnel Between Wenatchee and Skykomish, Wash.



CHICAGO'S DELEGATE TO THE INTERNATIONAL BEAUTY CONTEST: MISS BERNICE DECKER, Who Has Been Selected to Represent Her City in the Pageant Beginning This Week at Galveston, Texas.
(Times Wide World Photos.)



OUT TO REGAIN THE THRONE THE HUNTERS SHOT FROM UNDER THEM: DALE JACKSON AND FORREST O'BRIEN, Former Holders of the Refueling Endurance Record, Ready to Take Off at Lambert Field, St. Louis, in Their Monoplane, Greater St. Louis, in an Attempt to Beat the Time of 553 Hours 41½ Minutes Set Last Month by the Hunter Brothers at Chicago.
(Times Wide World Photos.)



THE DEAN OF THE AMERICAN DRAMA CELEBRATES HIS SEVENTY-SEVENTH YEAR: DAVID BELASCO, Who Observed His Birthday in His Characteristic Manner by Launching a New Play, "Dancing Partner," in Atlantic City.
(A. N. A. Photos.)



A WELL-TRAINED HAZARD ON A MINIATURE COURSE: PRONTO, a Brown Bear Whose Owner, the Proprietor of a Miniature Golf Course at Los Angeles, Cal., Inspired With a Taste for Golf Balls by Rolling Balls Dipped in Honey Into His Den, Standing Alert to Intercept a Putt by an Enthusiastic Customer.
(Times Wide World Photos.)



A TREE-DWELLER WHO IS NOT CONCERNED WITH THE ENDURANCE SITTING CRAZE: DR. CHARLES F. DIGHT on the Steps of His Tree-House in Minneapolis, in Which He Has Dwelt for Twenty Years and Who Now Wonders if There is Any Among the Boy Tree-Sitters Who Dares Assail His Record.
(Underwood & Underwood.)



THE BETTER TO WATCH PARADES FOR BOBBY JONES: CUBBY, a Bear Owned by a Pet Shop in Atlanta, Which Escaped and Climbed a High Tree, Where It Repulsed All Efforts of Recapture Until Finally Two Men Succeeded in Dislodging It After Dropping a Noose Over Its Head.
(Times Wide World Photos.)



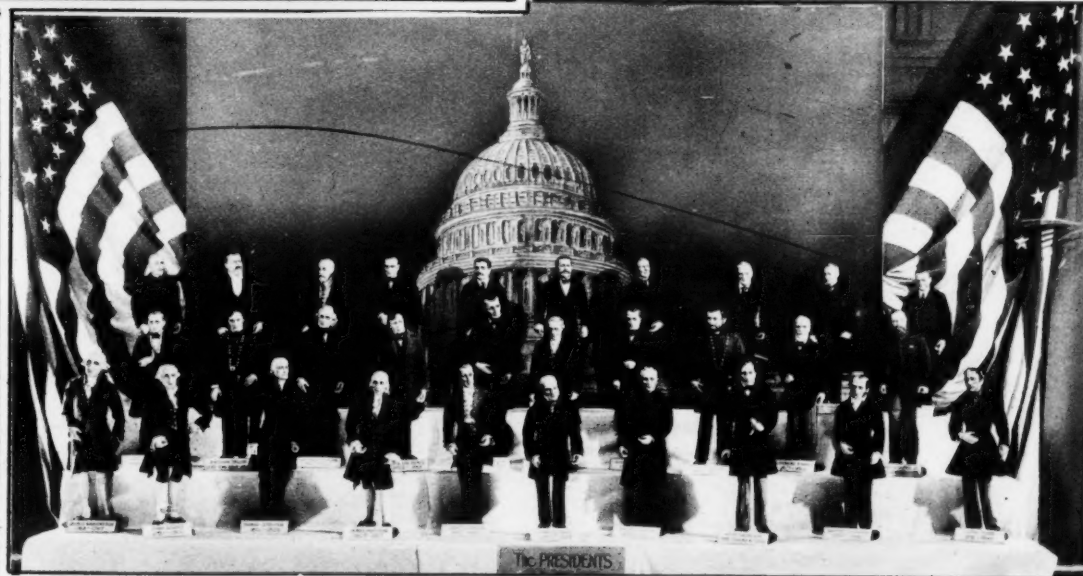
ANCIENT MODES OF TRANSPORTATION STILL PERSIST ON THE TIGRIS: BOAT OF SKIN Inflated With Air Which Is Used in the Ferry Service at Bagdad Despite Its Un-Wieldiness and the Danger of a Puncture.
(Times Wide World Photos.)



LEADING THE FEMININE INVASION OF FOREIGN TRADE: MISS HAZEL GREEN of San Francisco, Who Is One of the First of Her Sex to Be Assigned to a Foreign Post by the United States Department of Agriculture and Will Take Up Her Work in Panama.
(Times Wide World Photos.)

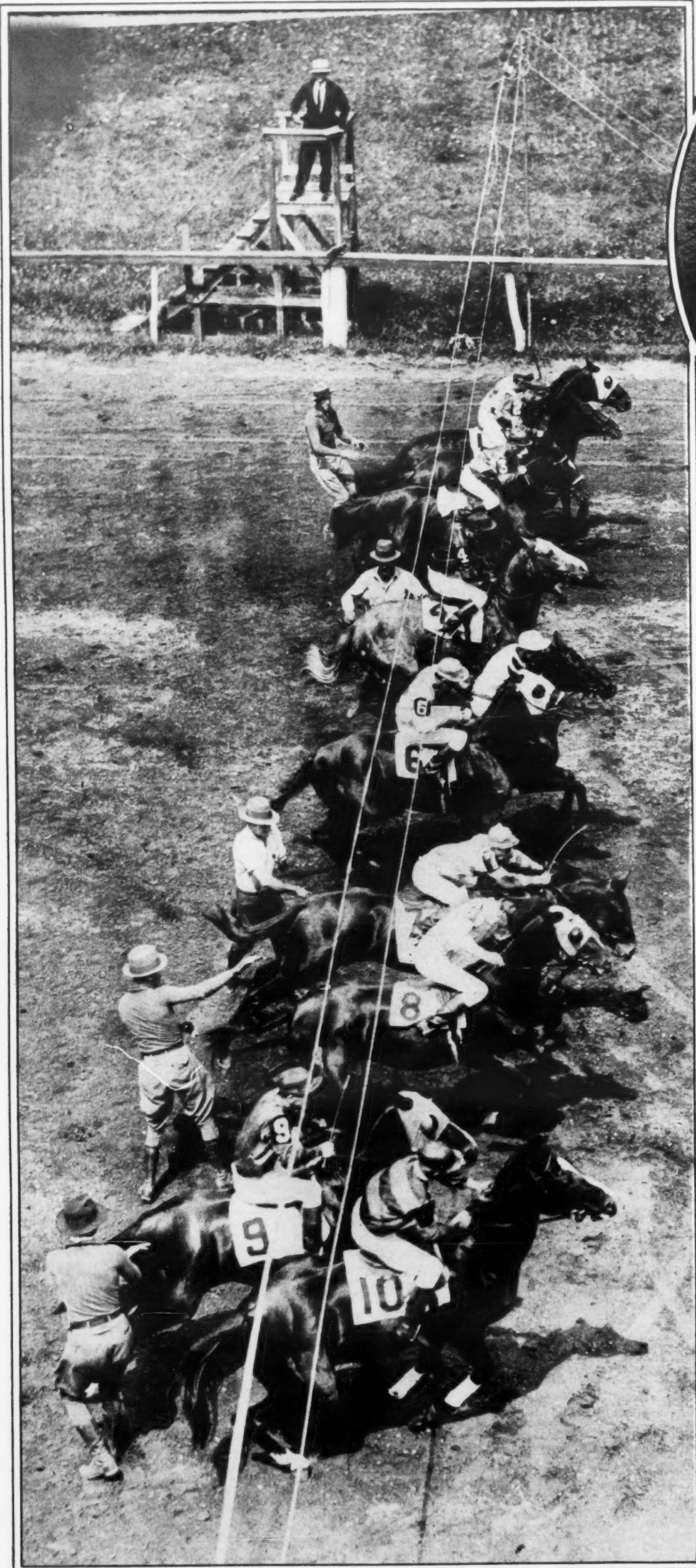


A QUEEN WHOSE SCEPTRE IS A QUIRT: MISS MARGARET McCULLEY of Watsonville, Cal., as the Reigning Figure in the Nineteenth Annual Rodeo at Salinas, Cal.
(Times Wide World Photos.)

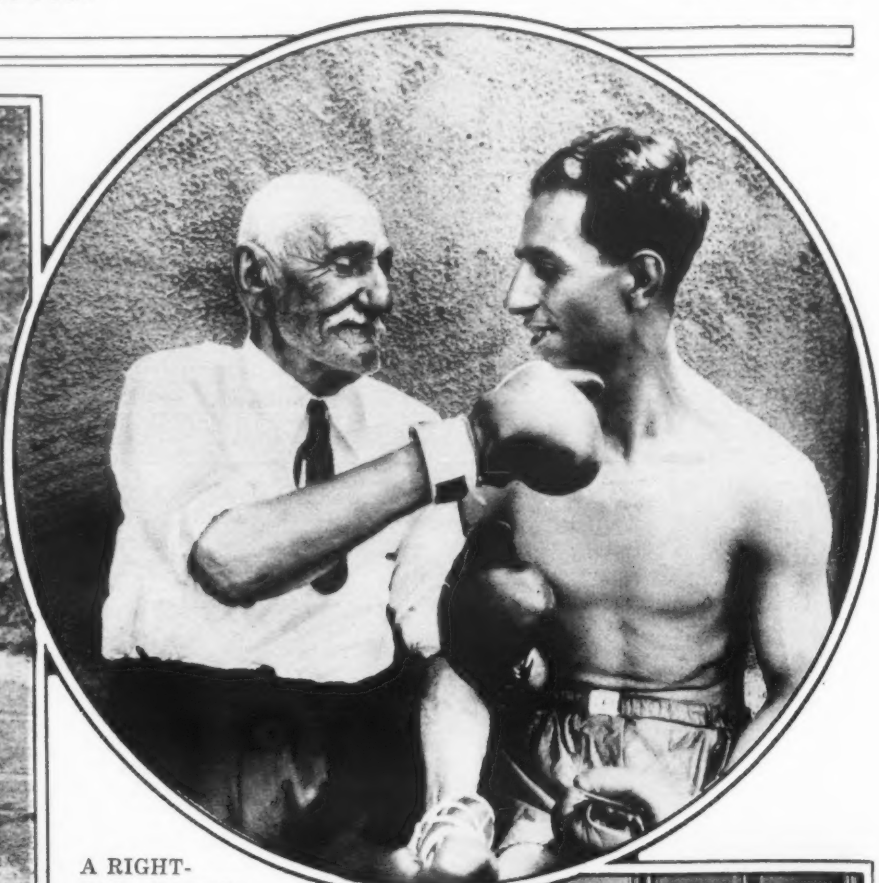


ALL THE PRESIDENTS OF THE UNITED STATES IN MINIATURE: WAX MODELS of Chief Executives From Washington to Hoover, 24 to 27 Inches in Height and Dressed in the Styles Current of the Respective Administrations, Modeled by a German Artist and Exhibited in Atlantic City.
(Atlantic Photo Service.)





THEY'RE OFF! THE TEN ENTRIES
Springing From the Barrier in the Initial Run at the Empire City Track, Won by Ladana
With Fator Up. (International.)



A RIGHT-JAB BACKED BY THE EXPERIENCE OF 156 YEARS: ZARO AGHA, the Sesqui-Centenarian of Kurdistan, Demonstrating to His Pugilistic Great-Great-Grandson, Ahmet Mussa, One of the Blows He Used to Produce Sleep in the Days When Napoleon Was a Boy, During a Visit to New York to Be Examined by American Scientists, Who Are Anxious to Discover the Secret of His Longevity. (Times Wide World Photos.)



THE NATION'S HEALTHIEST GIRL WHO PREACHES THE DOCTRINE OF MODERATION: MISS FLORENCE SMOCK,

Winner, With a Rating of 98.7 in the contest conducted among 400,000 Girls by State Agriculture Departments, Arriving in New York on Her Way to the American Fair at Atlantic City.

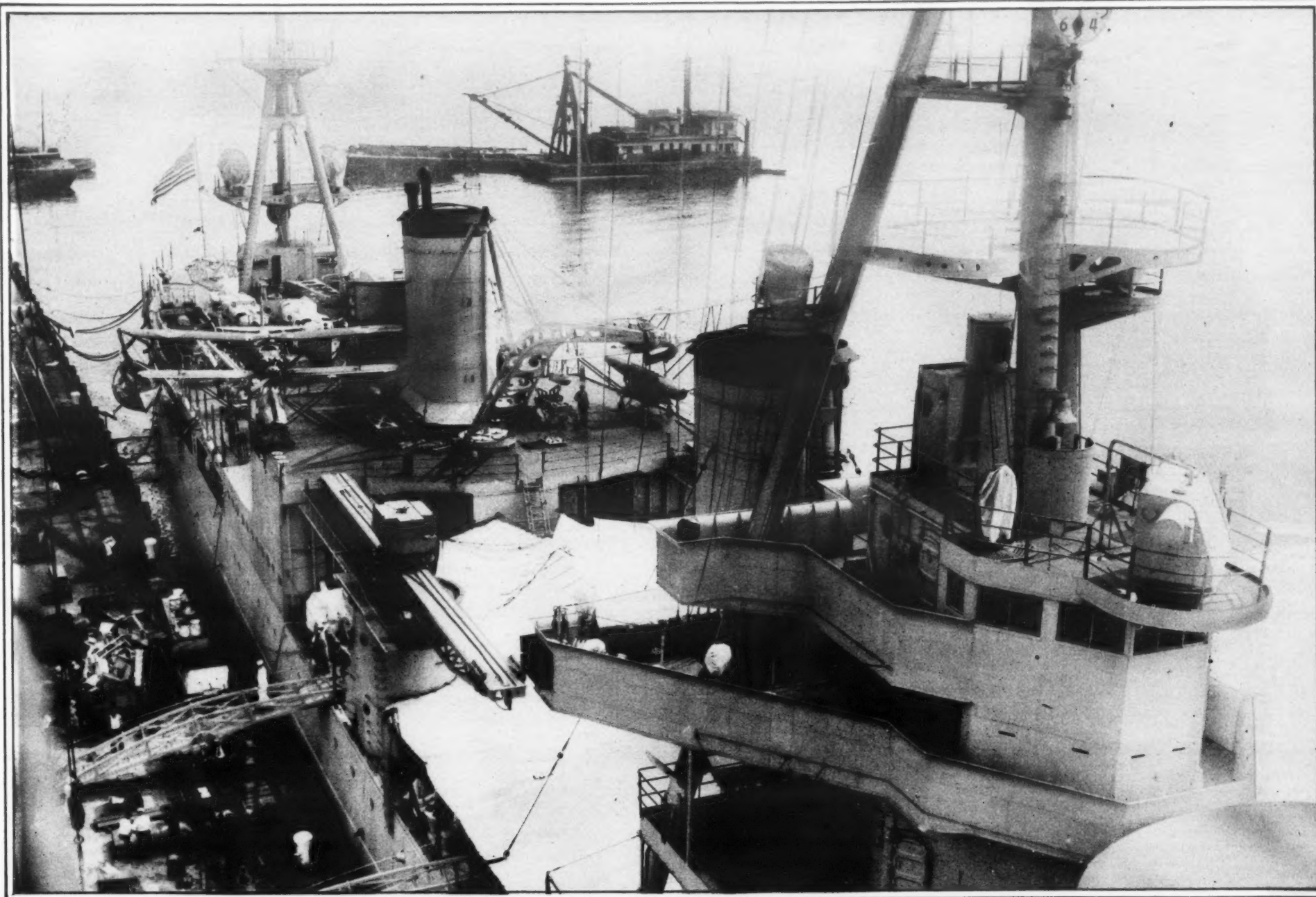
(P. & A.)

At Left—
THE PRESIDENT OF THE SOUTHERN CONFEDERACY: JEFFERSON DAVIS,

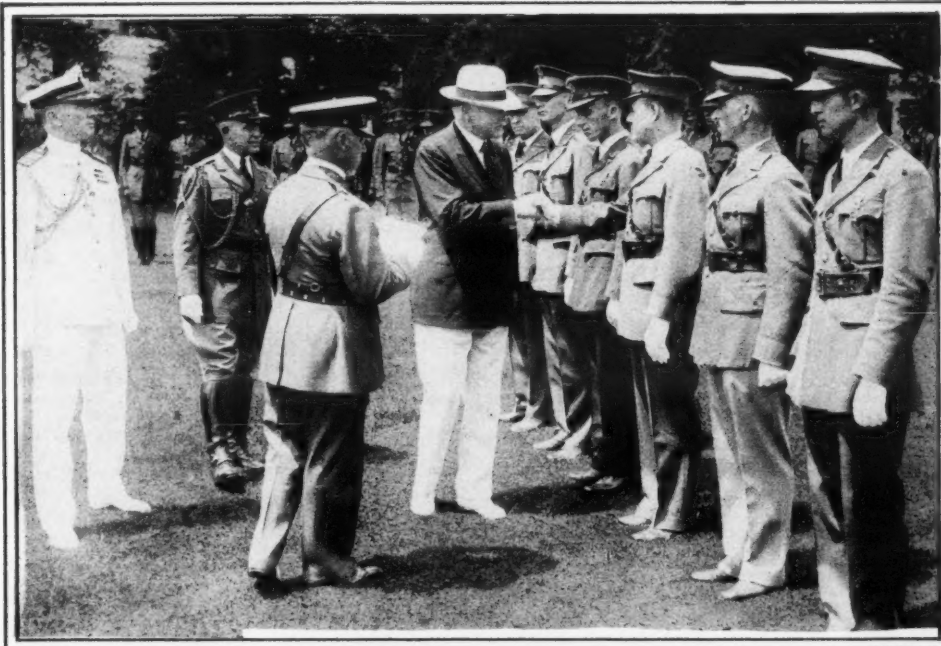
a Statue by Augustus Luke-man, Which Is to Be Placed in the Statuary Hall in the Capitol in Washington, as the Gift of the State of Mississippi.

(Times Wide World Photos.)

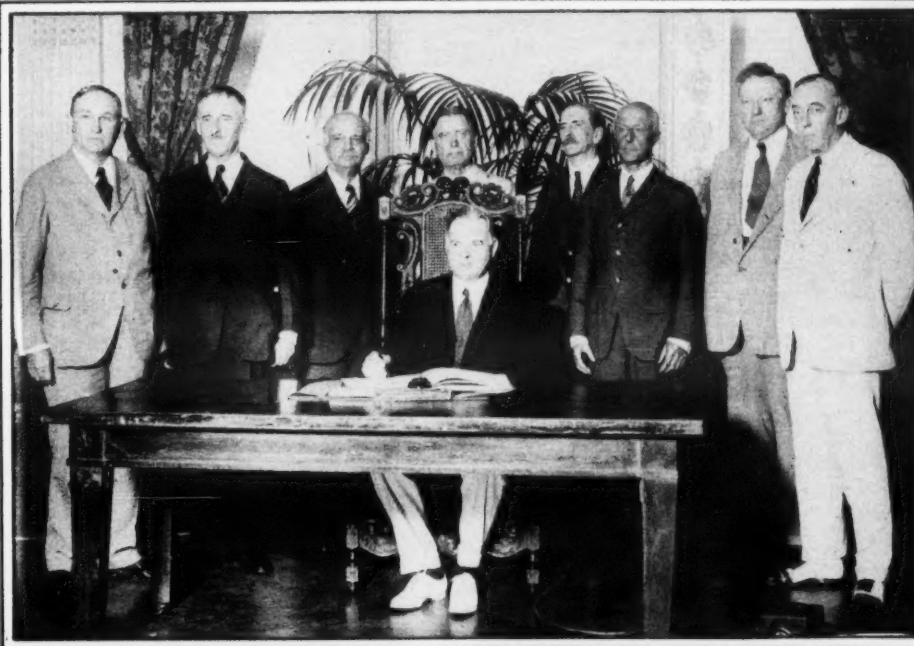




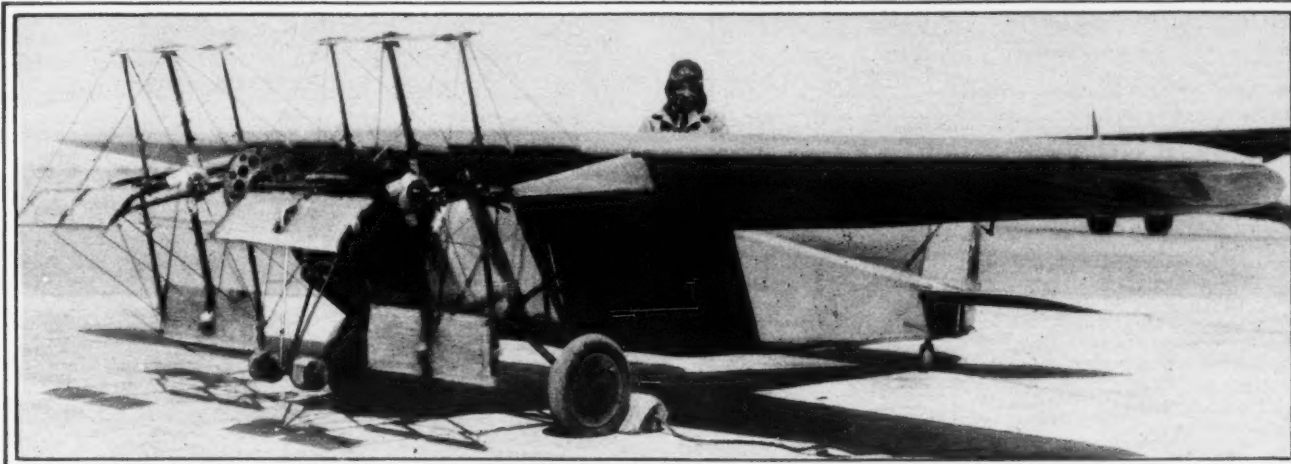
THE LATEST ADDITION TO THE UNITED STATES NAVY: THE NEW 10,000-TON CRUISER CHESTER Ready to Leave the Philadelphia Navy Yard on a Cruise That Includes Twenty-one European Ports.



THE COMMANDER-IN-CHIEF INSPECTS FUTURE OFFICERS OF THE RESERVE: PRESIDENT HOOVER Greeting Ranking Students of the R. O. T. C. Camp at Fort Humphries, Virginia, Commanded by Colonel E. H. Schultz, at a Review on the South Grounds of the White House. (Times Wide World Photos.)



THE PRESIDENT'S SIGNATURE CLOSES A LONG WRANGLE OVER NAVAL AFFAIRS: PRESIDENT HOOVER Signs the London Naval Treaty in the East Room of the White House, Following the Senate's Ratification of the Agreement. Behind Him Are (Left to Right), Senator J. T. Robinson, Secretary Stimson, Vice President Curtis, Senator William E. Borah, Senator C. A. Swanson, Secretary of the Navy Adams, Senator J. E. Watson and Senator D. A. Reed. (Times Wide World Photos.)

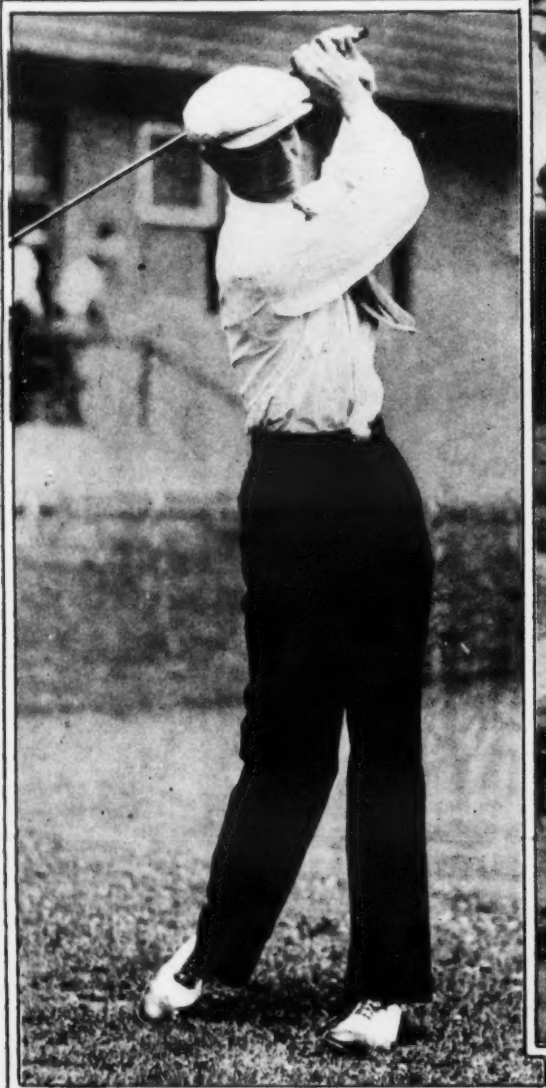


A RADICAL METHOD OF AIRPLANE PROPULSION: A MONOPLANE Equipped With Paddle-Wheel Propellers Which Feather as They Revolve, an Invention of Ernest Schroeder of San Francisco, Which Was Tested by Ernest Voss, Former German Ace, at Mills Field, Cal. (Times Wide World Photos.)



**OVER THE HURDLE IN UNISON:
A LANCERS TEAM**

Taking a Barrier in the Section Jumping Competition at the Imber Court Horse Show and Tournament in England.
(Times Wide World Photos.)



HE SHOOTS A ROUND IN 60 ON A PAR 73 COURSE: HERMAN UEBELE,
Professional of the Pleasant Run Country Club at Indianapolis, Who Set a World's Record on His 6,044-Yard Home Course by Turning In a Score Which Included Eleven Birdies, One Eagle and Six Holes at Even Par.
(Times Wide World Photos.)



HE HAS NO SUPERSTITIONS ABOUT WEARING THE 13: "ART THE GREAT" SHIRES,
Recently Traded by Chicago to the Washington Senators, Who Has Chosen for His Uniform the Number Which All the Other Members of the Team Refused to Accept.
(Times Wide World Photos.)



**At Left—
THE CHAMPION
IN A BLINDFOLD
TEST FOR
MOONSHINE:
THE PRIZE-
WINNER**

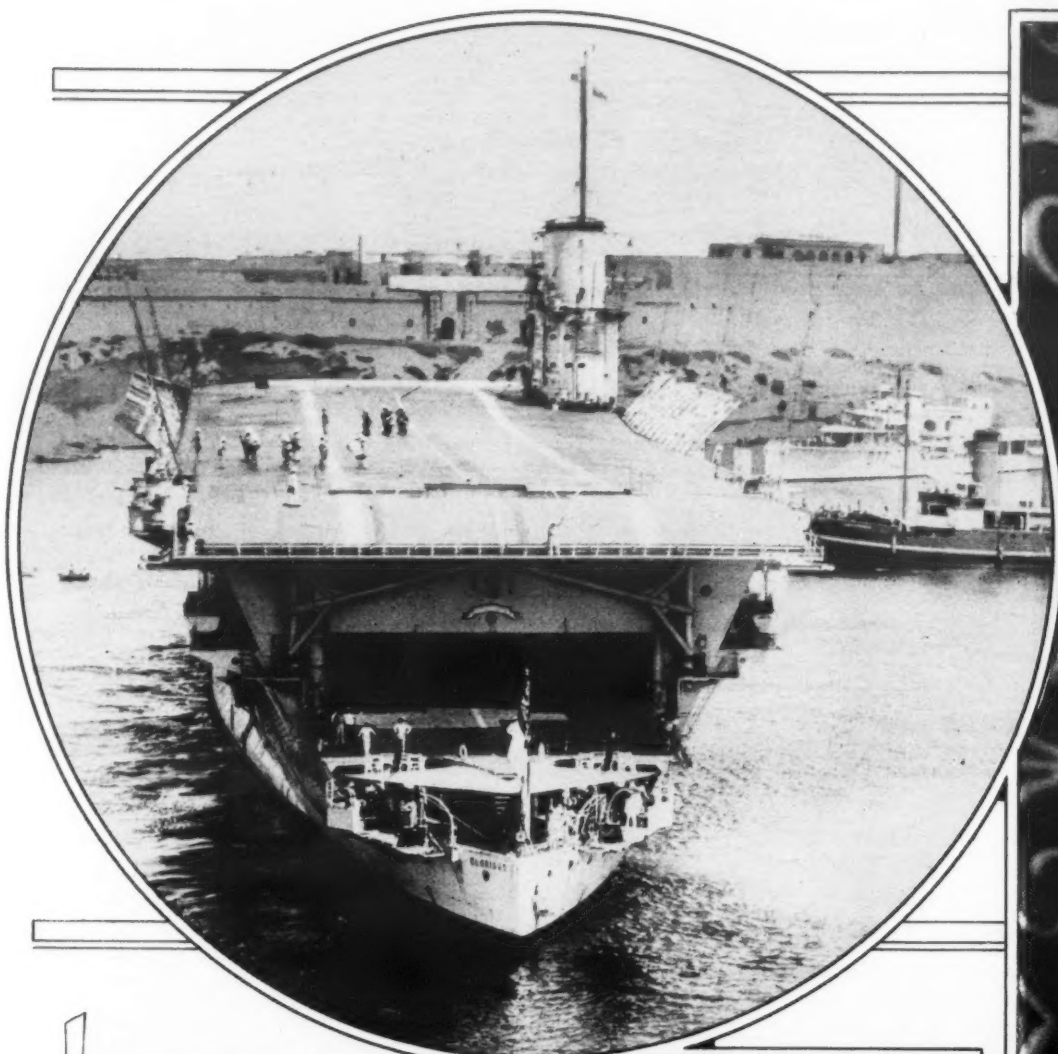
of a Competition in Arkansas, in Which Twenty-two Experts on "Mountain Dew" Participated, Taking First Place by Going Astray Only Four Days in His Guess on the Age of the Beverage.
(Times Wide World Photos.)

**At Right—
A CRACK
MARKSMAN
WHO
DOUBLES
IN THE
KITCHEN:
MATYKA,**

the Chief Chef of the National Rifle Association's Camp at Bisley, England, Who Has Won Eleven Cups for Shooting, Taking His Turn on the Range in the Annual Competition.

(Times Wide World Photos.)





BRITAIN'S LATEST SEAGOING AIRPORT VISITS THE MEDITERRANEAN: THE AIRCRAFT CARRIER GLORIOUS, the Newest Unit of the Naval Air Arm, Arrives at Malta to Join the Mediterranean Fleet.

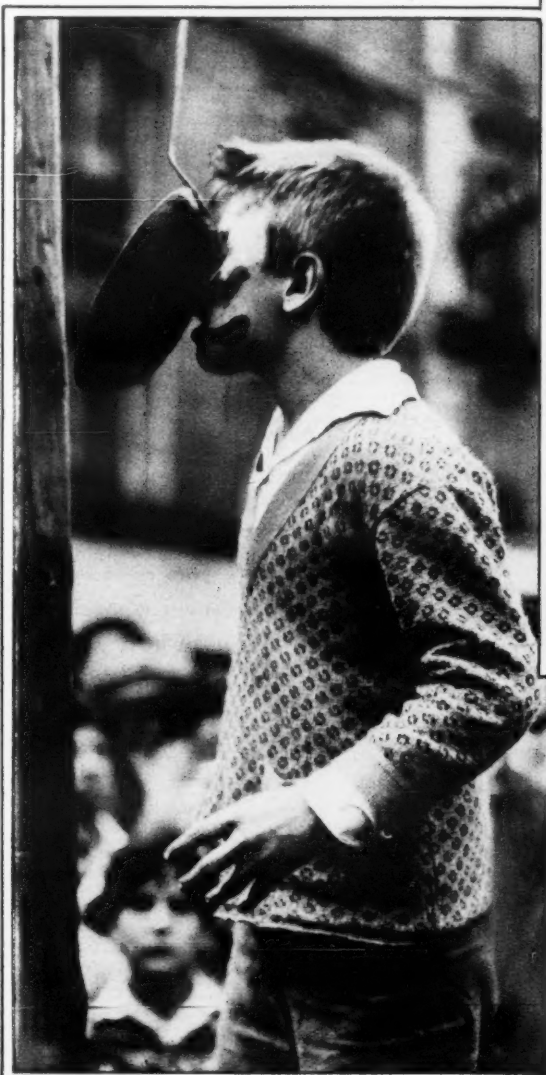
(Times Wide World Photos.)



HOME AFTER HER CUSTOMARY VICTORY ABROAD: MRS. HELEN WILLS MOODY

Arriving in San Francisco, the Last Stop on Her Triumphant Return from Wimbledon, Where Her Championship Victories Are Becoming Something in the Nature of a Habit.

(Times Wide World Photos.)



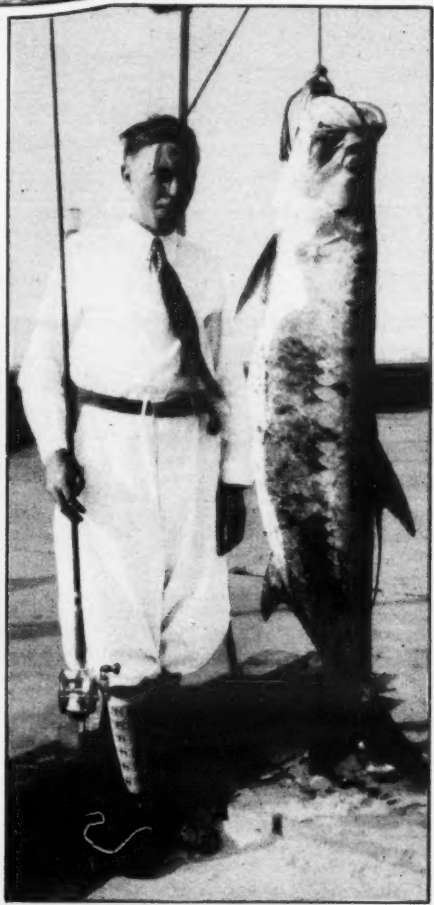
A BOY WHO LANDED HIS WEIGHT IN FISH:

GORDON B. SEAWELL

of Sarasota, Fla., With His 92-Pound

Catch, a Fish Weighing but a Few Pounds Less Than He.

(Times Wide World Photos.)



CELEBRATING BASTILE DAY IN BLACK FACE: A PARISIAN YOUNGSTER

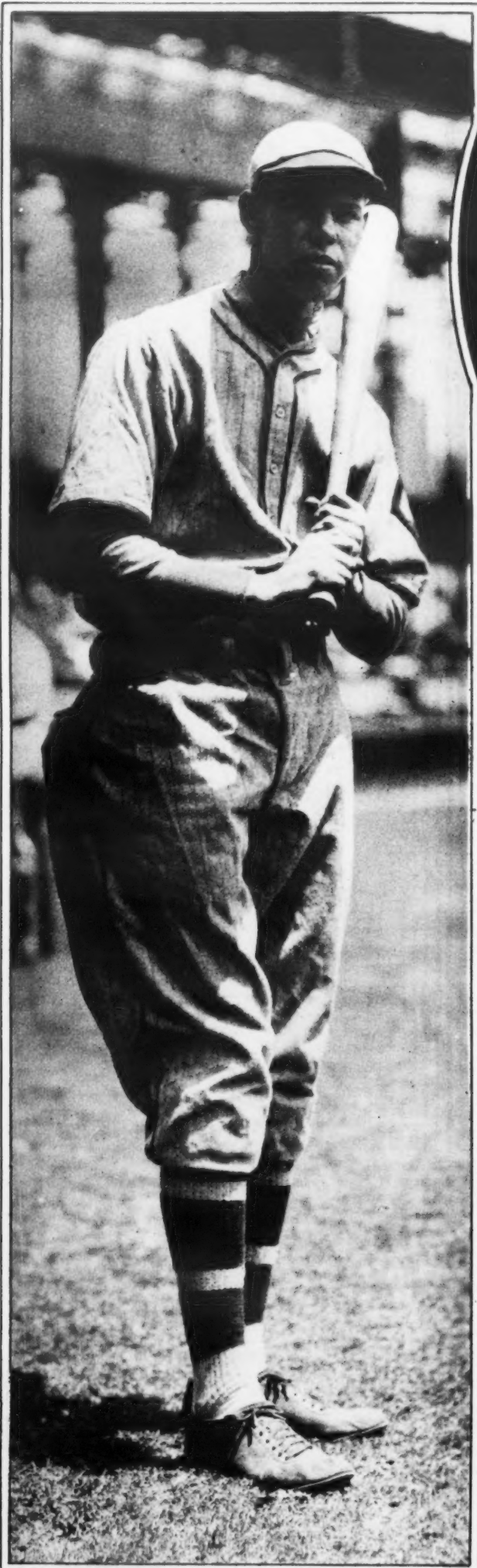
Trying to Dislodge a Coin Fastened to the Bottom of a Blackened Skillet in One of the Novel Contests Conducted for the Young Folk of the City on the Observance of the Fourteenth of July.

(Times Wide World Photos.)



A WRECK FROM WHICH TWO MEN CRAWLED UNSCATHED: A MONOPLANE Which Was Completely Demolished When It Crashed During an Air Show Over Dennison Airport at Quincy, Mass., but Which Left the Pilot, Albert Anderson, and a Passenger, Thomas Hoyt, Uninjured.

(Times Wide World Photos.)



THE 16-INCH GUN OF THE BROOKLYN ARTILLERY: BABE HERMAN, a .400 Hitter Who Has More Than a Score of Home Runs to His Credit So Far This Season and Breaks Up a Lot of Games. He Played on Something Like a Dozen Teams Before He Landed a Regular Berth, and When Shifted From First Base to the Right Field Looked Pretty Bad as a Fly Chaser, but Now He Is Rated One of the Best Outfielders in the Business.
(All Photographs on This Page by Times Wide World Photos.)



HE
CROSSED
THE CONTINENT
TWICE TO GET
INTO THE
MAJORS: MICKEY
FINN,

Second Baseman, a Youngster Who Learned His Baseball on the Lots of the Yorkville Section of Manhattan Island but Had to Play in the Pacific Coast League Before the Magnates of His Home City Found Out He Was Good. He and Wright Rapidly Are Developing Into One of the Best Double-Play Combinations in Big Time.



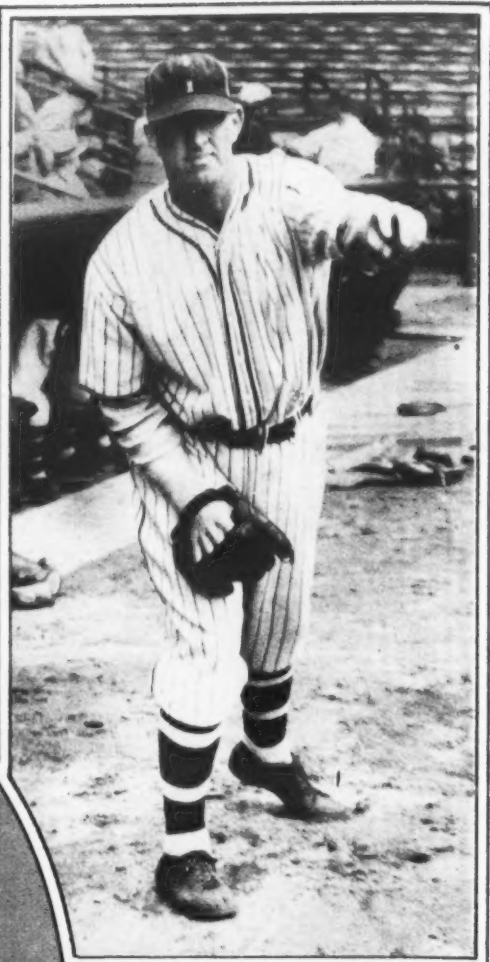
A NEWCOMER WHO IS HITTING
A FAST PACE: ISAAC MORGAN
BOONE,

Slugging Outfielder Recently Brought From San Francisco, Who Is Starting Out on His Fourth Attempt to Land a Major League Job in a Way Which Promises Brilliant Success.

Stars of the High- Flying Robins



THE SPARK PLUG
OF THE LEAGUE-
LEADING BROOK-
LYN TEAM:
GLENN WRIGHT,
Captain and 'Short-
stop, Who Is
Credited With the
Major Responsibility
for Putting the
Robins Up at the
Top of the National
League. He Came to
Brooklyn on a Trade
With Pittsburgh and
Earlier Had Played
in the Western
League.

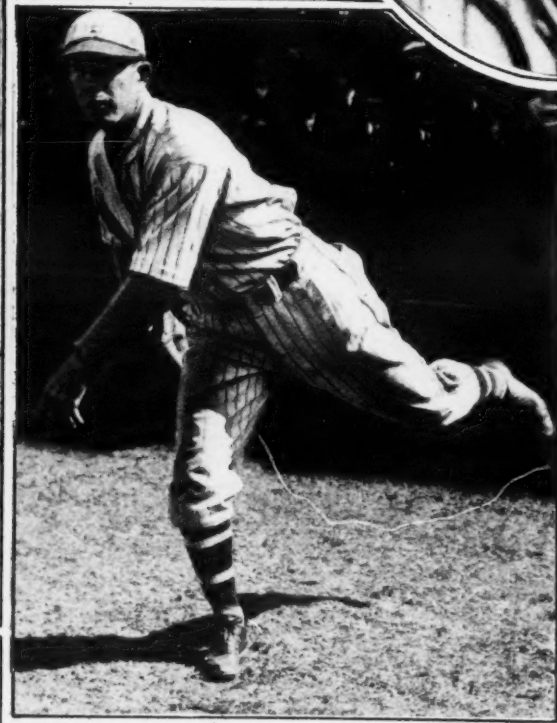


THEY CALL HIM JUMBO: JIM
ELLIOTT,
Whose Pitching Has Been a Big
Factor in the Sensational Rise of
the Brooklyn Nationals and Who
Is Credited With a
Winning Percent-
age of .750.



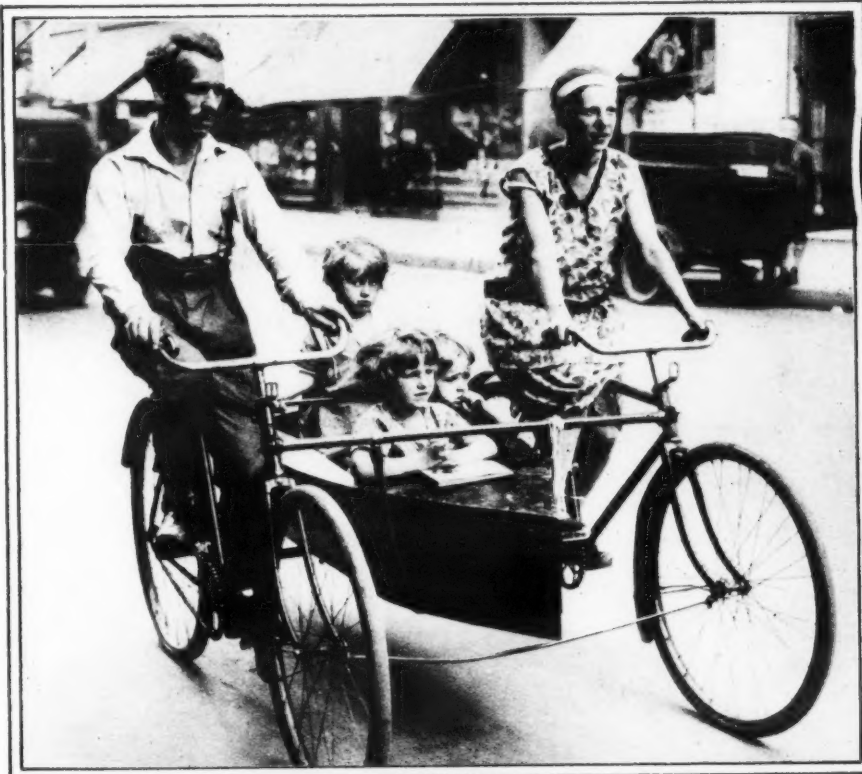
HE
CLINCHES
A REGULAR
BERTH IN HIS FIRST
BIG LEAGUE SEASON:
AL LOPEZ,
the Big Find of 1930, a
Former Southern League
Catcher, Who Has Been
Presenting a Sterling
Performance Behind the
Bat and Hitting .337.
With Mickey Finn, He
Has Provided the Extra
Speed the Robins Needed
to Go to the Top.

At Left—
HE NEARLY
ENTERED THE NO-
HIT HALL OF FAME:
WILLIAM WATSON
CLARK,
Brooklyn's Star South-
paw, Who Recently Won
a 5-to-0 Game Against
Pittsburgh but Failed to
Achieve a Perfect Record
Because of Pie Traynor's
Single. In Games Won
He Is Right Up at the
Top in the League.





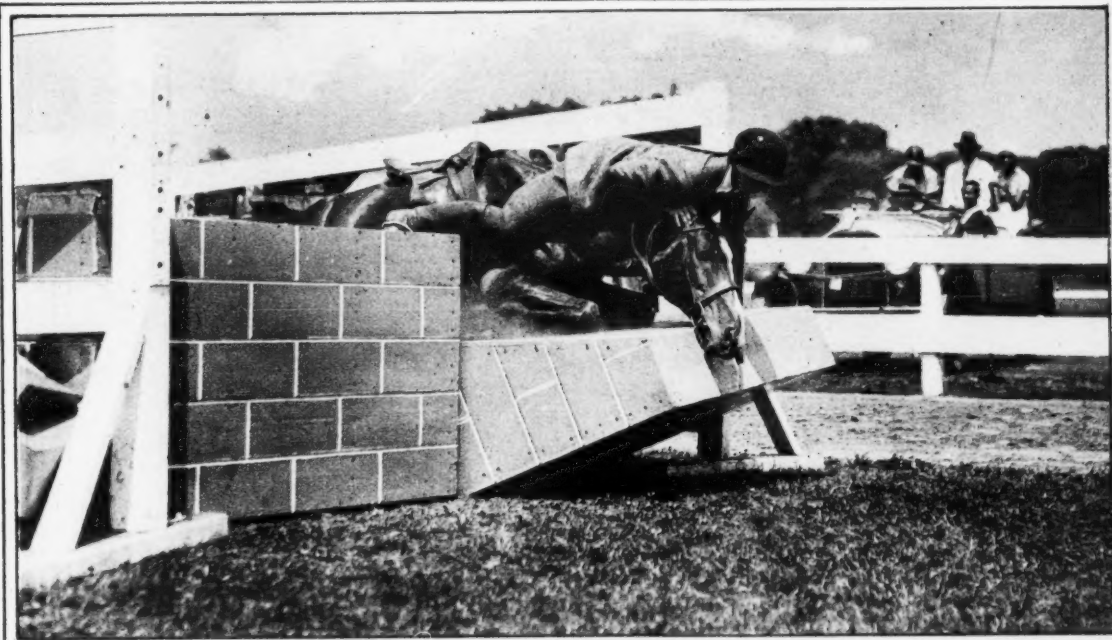
ALL THAT WAS LEFT OF THE NEW YORK-TO-BUENOS AIRES PLANE ABANDONED IN MID-AIR: WRECKAGE OF THE MONOPLANE K, Which Crashed Near Monroe, Ga., After the Three Men in the Crew Dropped Out in Parachutes as the Craft Got Out of Control, With Her Gasoline Tanks Dry, Their Plans for Refueling During the Long Flight Having Been Disarranged by Fog.
(Times Wide World Photos.)



A BICYCLE BUILT FOR THE ENTIRE FAMILY: DEVICE Constructed by a Berlin Man So That He May Transport His Wife and Children on Week-End Excursions.
(Times Wide World Photos.)



THEIR PLANE CRASHED, BUT THEY ESCAPED WITHOUT A SCRATCH: THE CREW OF THE MONOPLANE K, Garland Peed, James Garrigan and Randy Enslow, Who Plan to Get a New Machine and Attempt a Non-Stop Flight From New York to Buenos Aires, Refueling in the Air at Various Points Along the Route.
(Times Wide World Photos.)



A JUMP THAT FAILED TO GET ACROSS: MISS MARIANNA M. RICHARDS of Wilton, Conn., Taking a Spill on Her Mount, Polyanna, in the Pony Class at the Fairfield Horse Show, Westport, Conn.
(Pictorial Press.)

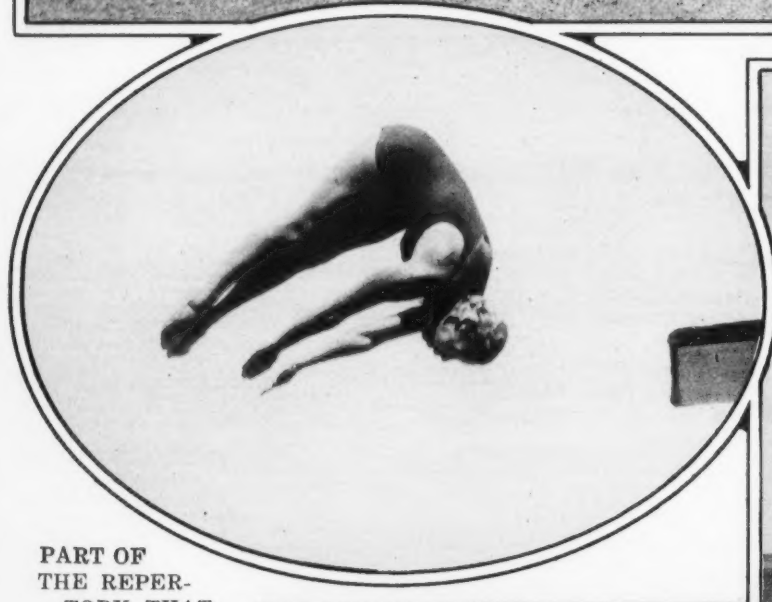


ON A LONE HIKE ACROSS CANADA: MISS KATHARINE TREVELYAN, Daughter of Sir Charles Trevelyan, Minister of Education of Great Britain, at Her Camp on the Shores of Lake Mildred in Jasper Park. She Carries a Silk Tent for Shelter at Night in Her Long Walk Through the Northern Wilds and Made the Season's First Ascent of Mount Edith Cavell, 11,033 Feet High.
(Canadian National.)

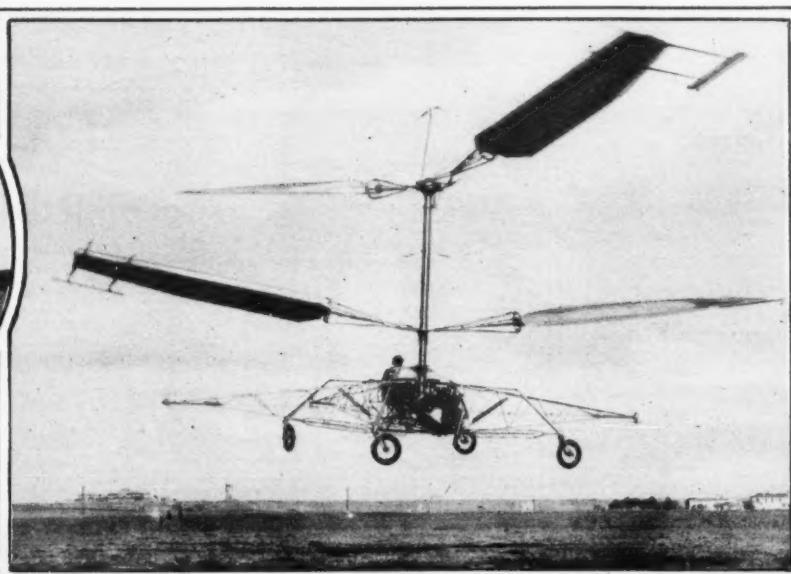


**A SUMMER SUGGESTION
OF NEW YORK SWIMMING
STARS: PROMINENT
MEMBERS**

of the Women's Swimming Association at Lake Louise in the Canadian Rockies, Where the Melting Snow From Surrounding Peaks Maintains an Invigorating Temperature. Left to Right Are Agnes Geraghty, Catherine Ames, Lisa Lindstrom, Constance Hanf, Eleanor Holm and Georgia Coleman. (Canadian Pacific.)

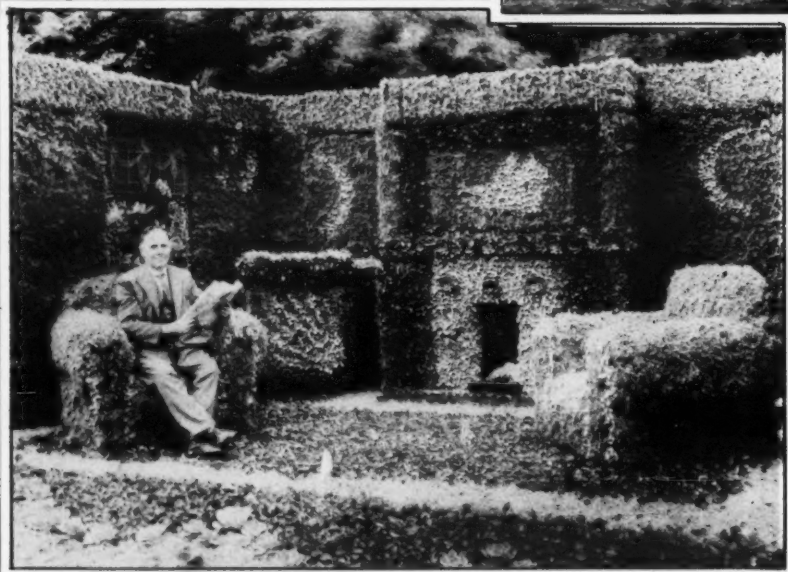


**PART OF
THE REPER-
TORY THAT
MAKES HER THE
DIVING QUEEN
OF AMERICA:
MISS GEORGIA
COLEMAN**
of the Los Angeles Athletic Club, National Diving Champion for the Past Two Years, Performing From the High Board at Lake Louise in the Canadian Rockies, Where She Is Passing the Summer With Stars of the New York Women's Swimming Association. (Canadian Pacific.)



**A QUEER BIRD
WHIRRS OVER
THE ITALIAN
COUNTRYSIDE: A
HELICOPTER**

of Unusual Design, Which Is Propelled by Revolving Wings Driven by 100-Horsepower Motors, Being Tested at Pescara, Italy, by Pietro d'Ascanio, the Inventor, Who Claims His Novel Craft Can Attain a Speed of Sixty Miles Per Hour. (Associated Press.)



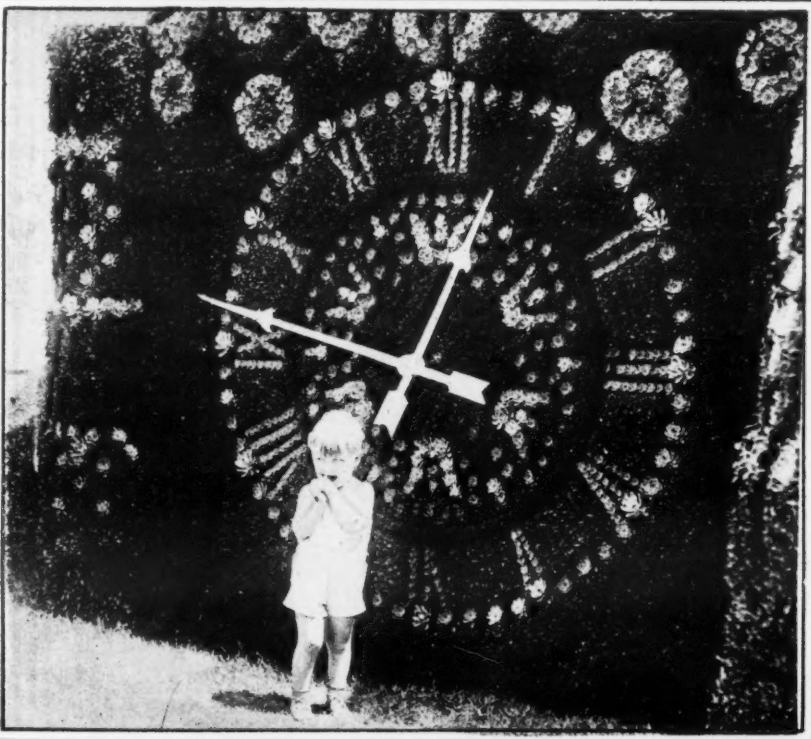
**A SHRINE TO FLORA IN THE MODERN SPIRIT: A GARDEN
DRAWING ROOM**
Fitted With an Electrical Fireplace and a Phonograph Arranged by the Gardener of an Estate at Bradford, England.



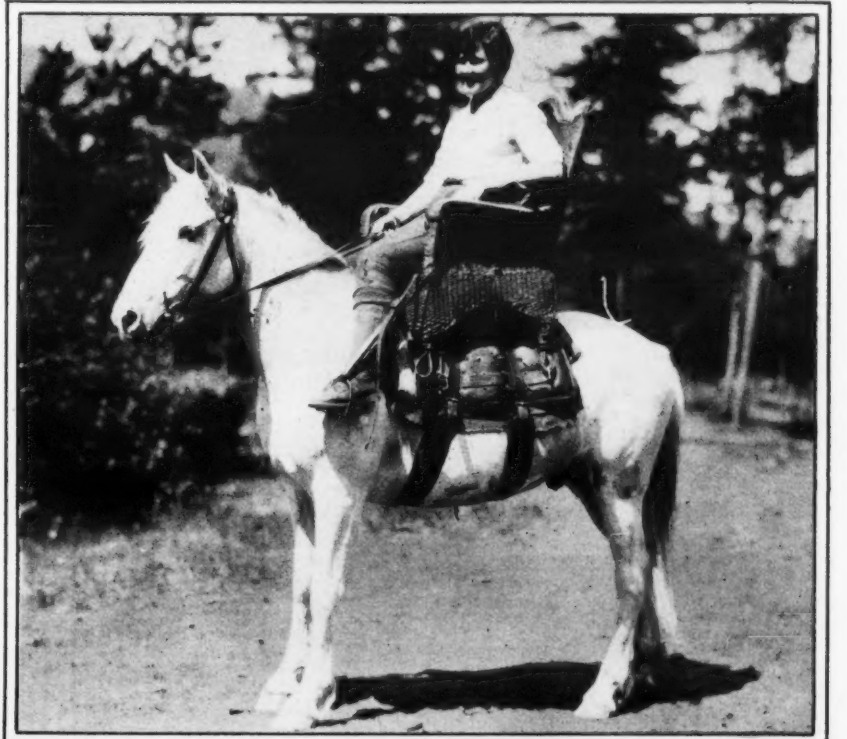
**A HOLY BOOK OF TIBET COMES TO WASH-
TON: DR. WALTER HOUGH,**
Curator in the Department of Anthropology at the National Museum, Examining a Gold-Lettered Bible More Than 300 Years Old, From the Leh Monastery in Western Tibet, Recently Presented to the Museum by Charles S. Isham of New York City. (Times Wide World Photos.)



THE LARGEST
MAN-MADE
HOLE IN THE
WORLD:
THE PREMIER
DIAMOND MINE,
Near Pretoria,
South Africa,
Which Covers About
Seventy-eight Acres
and Has a
Maximum Depth
of 600 Feet.
The Largest Known
Diamond,
the Cullinan,
Weighing a Pound
and
Three-quarters,
Was Found Here.
(Ansop Pictures.)



A TIMEPIECE
WHICH HAS RUN
FORTY YEARS
WITHOUT
WINDING:
WATER-DRIVEN
CLOCK,
With a Ten-Foot
Face Made of
Vari-Colored Plants,
Which Is in Service
in Waterworks
Park, Detroit.
Though Nothing
Ever Has Been
Spent for Repairs
on the Clock,
It Must Be Set Each
Day Because of
Changes in Water
Pressure.
(Times Wide World
Photos.)



DESIGNED
TO MAKE A
MOUNTAIN
PONY
RIDE LIKE A
LIMOUSINE:
"HORSE
HOWDAH"
Invented by
Fred Brewster
of Jasper Park,
Alberta,
for the Use of
Tourists at the
Famous Canadian
Resort
Who Find the
Ordinary Saddle
Uncomfortable.
(Canadian
National.)



SEVEN SISTERS WHO ARE EXPERT RIDERS: THE DAUGHTERS
Of Mr. and Mrs. Croxon of Medlar Farm, Northolt, England, Each of Whom Owns and Trains Her Mount.
(Times Wide World Photos.)

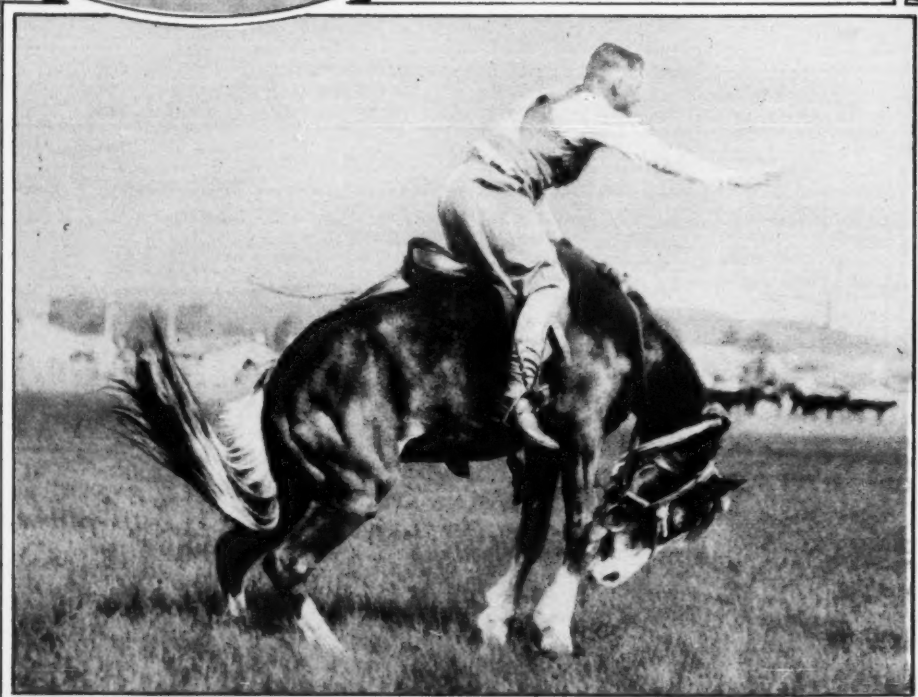


ONE OF THE LORDS OF EASTERN SUDAN: A GIANT ELEPHANT
 Photographed at Close Range During a Big Game Hunt. The Huge Beast Charged a Moment
 After the Photograph Was Taken and the Cameraman Barely Escaped With His Life.
 (Times Wide World Photos.)



At Left—
 A TEST IN PSYCHO-PHYSICAL
 COORDINATION:
 MISS RACHEL
 MALIN,
 a Student in the
 Department of
 Psychology at
 Temple University in
 Philadelphia, Operat-
 ing the Hand-Grip
 Registers for One of
 the Group of Examina-
 tions Being Conducted
 in the School to Deter-
 mine the Relative Mental
 Capacities of Right-Handed,
 Left-Handed and Ambidextrous
 Students.

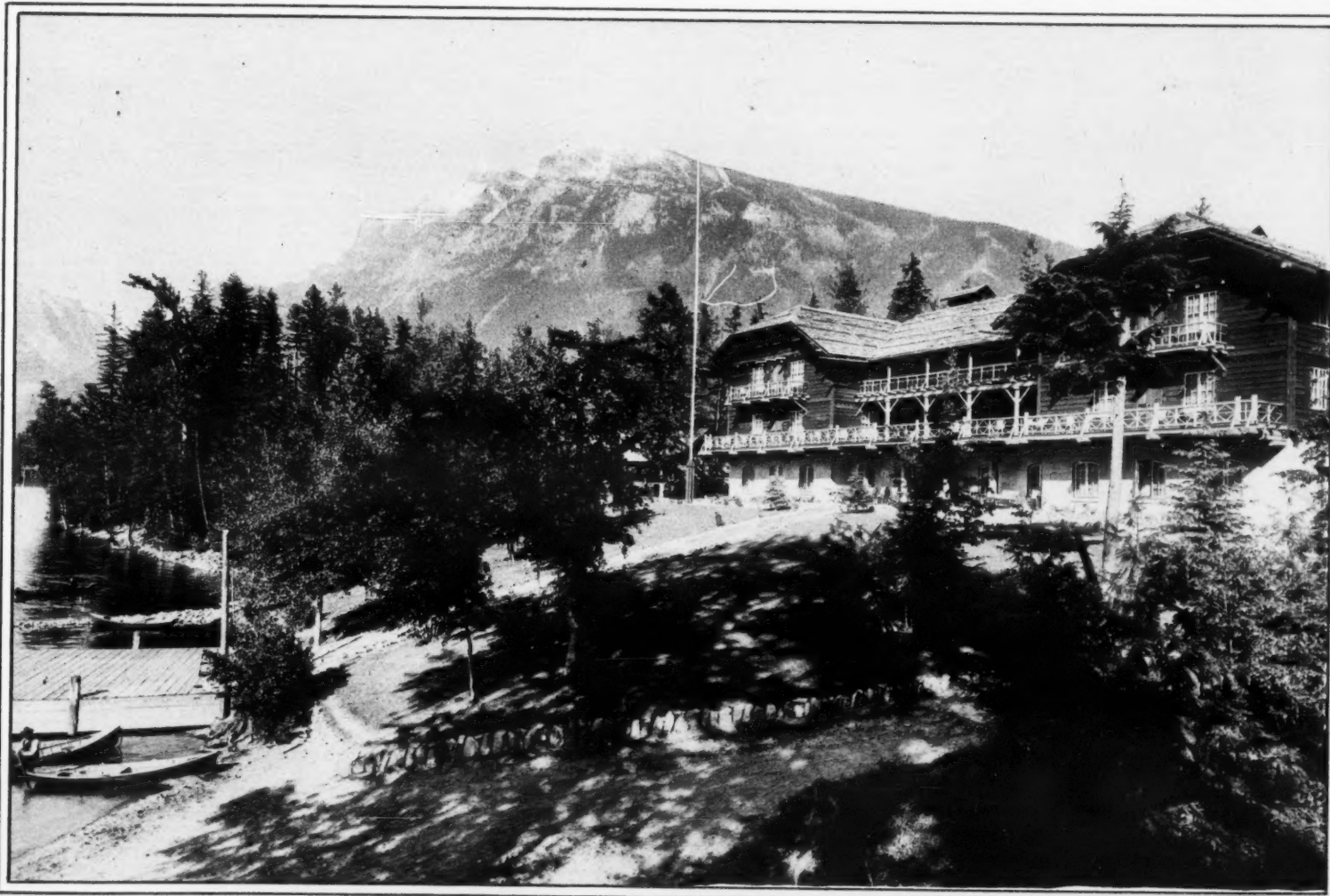
At Right—
 TAMING A
 WILD HORSE
 AT THE FIRST
 SITTING:
 LANCE
 GOODGER
 of Hawera, Cham-
 pion Horse-
 Breaker of New
 Zealand, Taking
 the Fight Out of
 a Bronco Which
 Had Never Been
 Ridden Before.
 (© T. H. Whetton.)



ONE OF THE SIGNAL CORPS OF THE JUNGLE IS TAKEN
 UNAWARES: A GIRAFFE
 Photographed in Its Native Habitat Near the West Abyssinian
 Border, by the Cameraman of a Big Game Hunting Expedition.
 (Times Wide World Photos.)

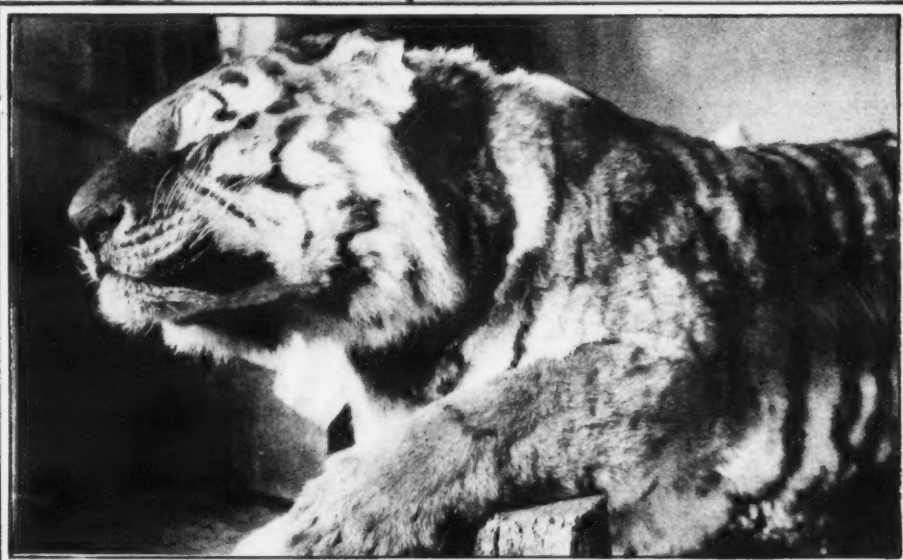
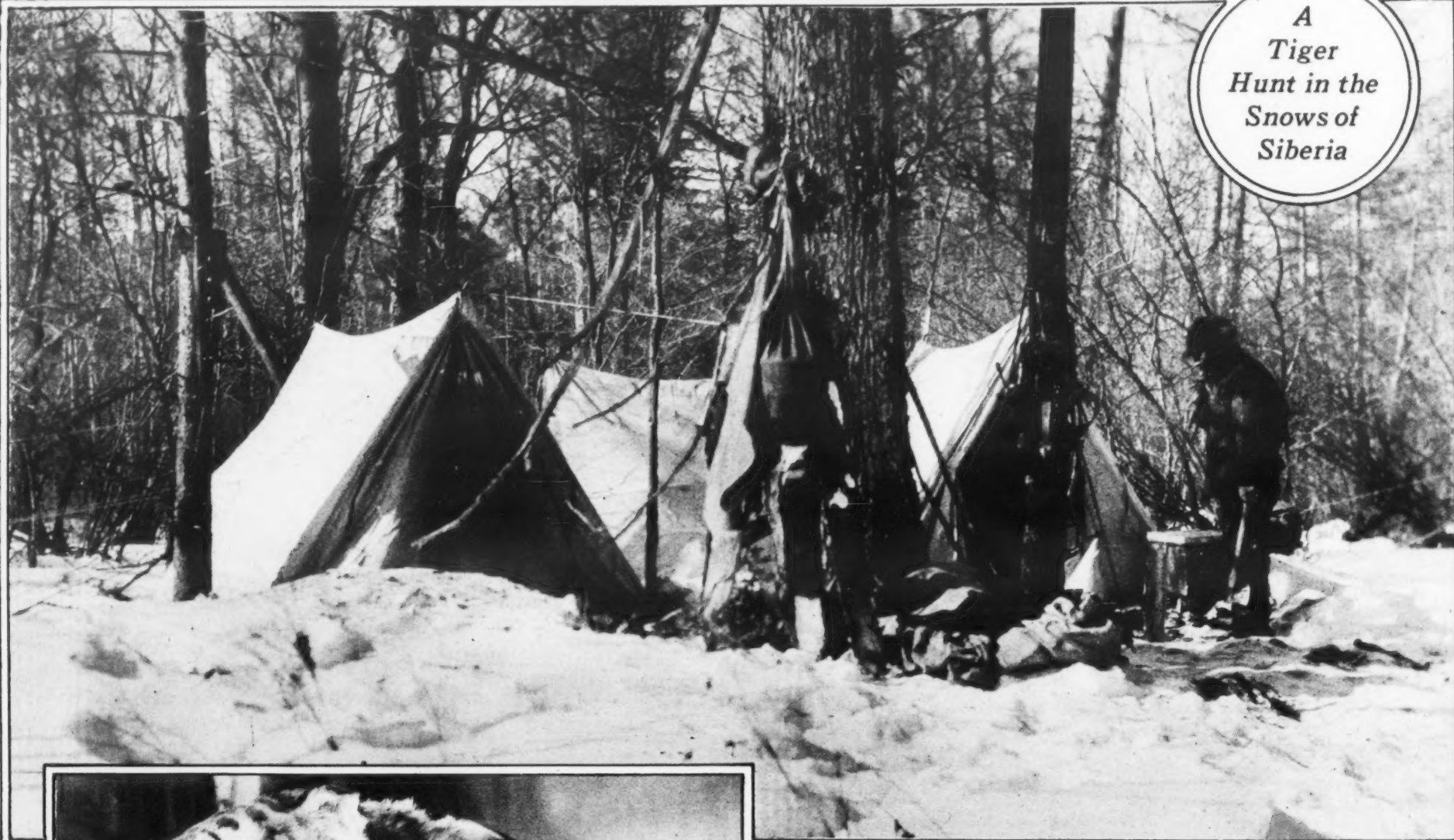


RUNNING
WITH RAIL
AWASH IN
THE RACE
FOR FORTY-
FOOTERS:
THE CHINOOK.
Owned by
Howard F.
Whitney, Carry-
ing the Colors of
the New York
Yacht Club in
the Larchmont
Yacht Club Race
Week Series on
Long Island
Sound.
(Edwin Levick.)



At Left—
THE WESTERN
GATEWAY TO
THE SUMMER
WHITE
HOUSE: THE
HOTEL AT
LAKE
McDONALD
in Glacier
National Park,
Across the Con-
tinental Divide
From Two Med-
icine Chalets,
Where President
Hoover and His
Party Will Be
Established
During His Fish-
ing Expedition
to the American
Switzerland.

A
Tiger
Hunt in the
Snows of
Siberia



ONE OF THE DREAD MONSTERS OF THE SIBERIAN FORESTS:
A LONG-HAIRED TIGER,
Which Is No Longer Than Its Cousin in India, but Much Heavier and Stronger,
Due Perhaps to Evolutionary
Development in a Region of
Extreme Cold. Two of the Ani-
mals Obtained by the Morden-
Graves Expedition Were About
Nine Feet Long, While the
Third Measured Ten Feet.

IN THE TIGER COUNTRY OF EASTERN SIBERIA: FOREST CAMP OF THE
MORDEN-GRAVES ASIATIC EXPEDITION

of the American Museum of Natural History, New York, in Snows So Deep as
Seriously to Impede the Hunt for the Long-Haired Tigers, of Which Three Large
Specimens Were Obtained by the Use of Trap Guns Placed on Trails, as the Party
Found It Virtually Impossible to Meet These Powerfully Built Beasts Face to Face.
(All photographs on this page by American Museum of Natural History.)



ENTERING THE
DESERT
COUNTRY
IN SEARCH OF
THE RARE
SAIGA
ANTELOPE:
THE CAMEL
TRAIN
of the Morden-
Graves
Expedition,
Which Ranged
Over a Wide Area
in Eastern Asia
and Was the First
Scientific Party
From America
to Work in
Territory Under
Soviet Rule.



ARCTIC GARB FOR A TIGER HUNT:
WILLIAM J. MORDEN,

Leader of the Expedition, Dressed for the
Trail. His Party Shot Several Fine Specimens
of the Saiga Antelope, Which Are Becoming
Rare Because the Chinese Pay High Prices for
the Horns of the Bucks, Which Are Ground
Into Powder and Used as Medicine.

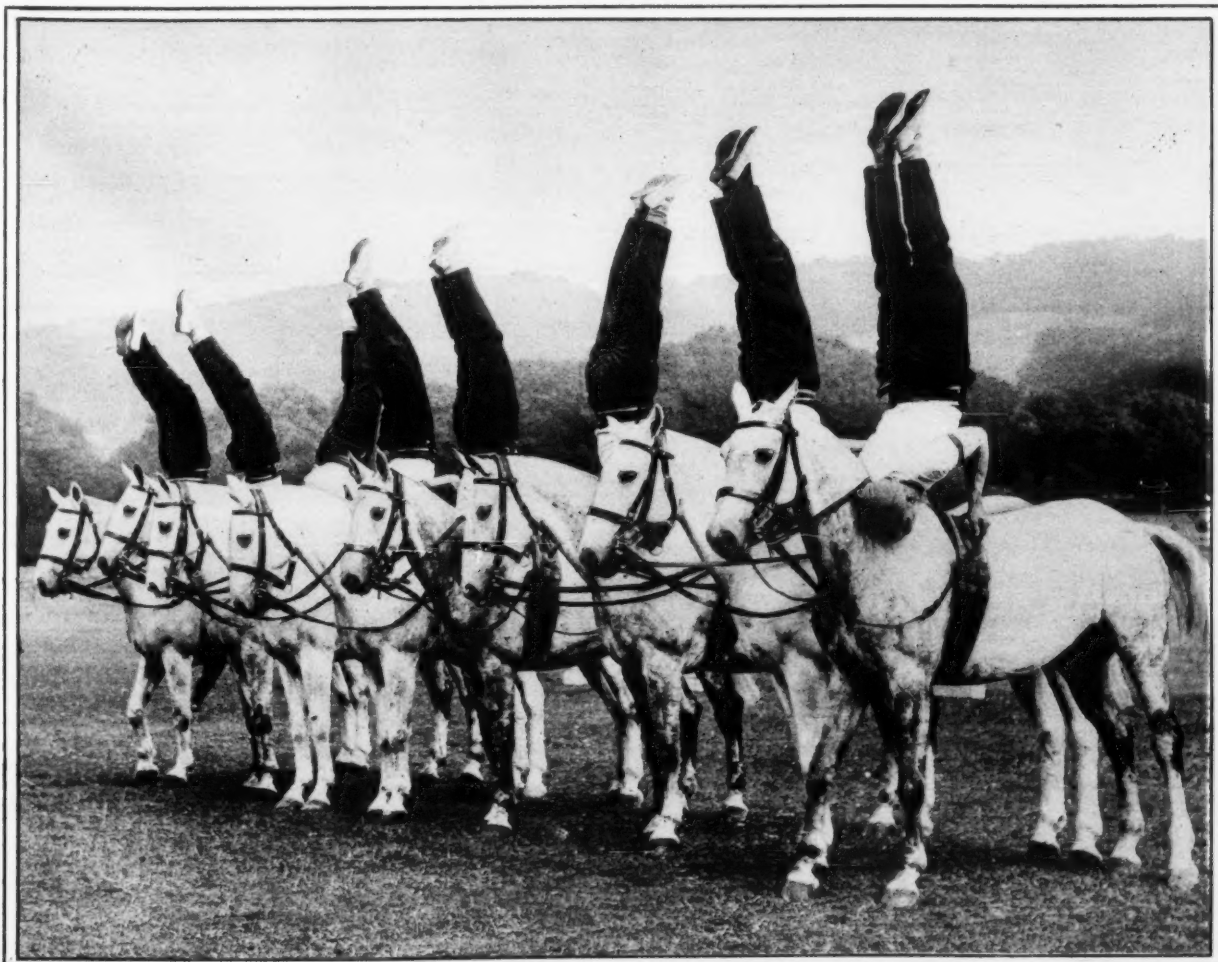


WHERE A FROZEN RIVER PROVIDED A ROADWAY: SLEIGHS
of the Morden-Graves Expedition, Drawn by the Hardy Siberian Ponies, Traveling on the Wide
Amur En Route to the Tiger Country.





THE VICTIMS OF THE MINE DISASTER IN SILESIA LAID TO REST: COFFINS of Some of the 102 Workmen Killed in the Neurode Explosion, During the Ceremony in Which They Were Buried in One Large Grave at the Cemetery in Hausdorf, Germany, While the Whole Nation Mourned. (Times Wide World Photos.)



A DEMONSTRATION OF HORSEMANSHIP: ARMY RIDERS Practicing Feats for the Tidworth Tattoo Given in England. (Times Wide World Photos.)



THE WORLD'S PREMIER SCIENTIST STUDIES THE PREVAILING WINDS: PROFESSOR ALBERT EINSTEIN, Who in Addition to His Scientific and Musical Interests Is an Enthusiastic Yachtsman, Starting for a Sail Near Berlin.

ORIGINAL BEACH DESIGNS FROM THE FRENCH COUTURE



BLACK AND WHITE IS AS SMART ON THE BEACH AS IN TOWN.
Saks-Fifth Avenue Showed This Beach Costume at the Atlantic Beach Fashion Show.
(P. & A. Photos.)



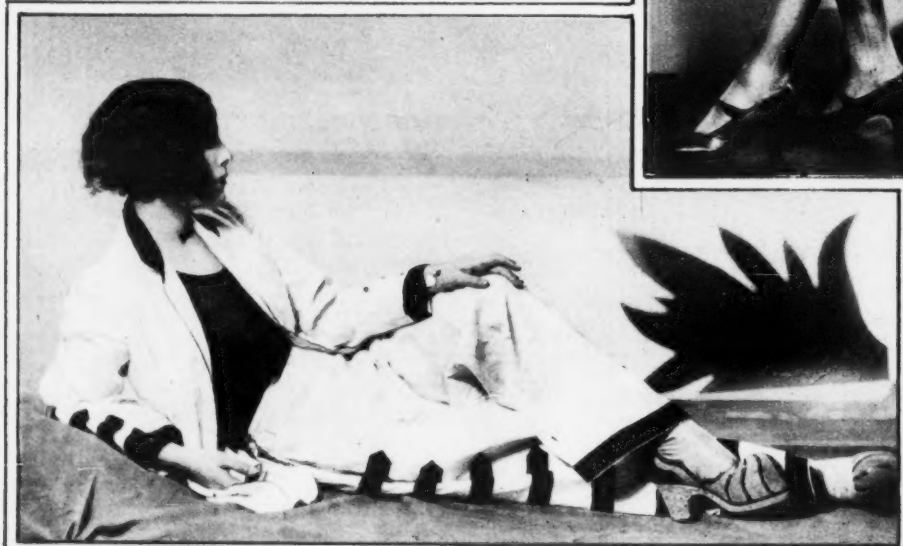
AN ADJUSTABLE WAISTLINE AS WELL AS NECKLINE Is Afforded by the Crossed Ends Which Tie at Waist and Neck of This Amusing Beach Dress of White Tussore. From Schiaparelli.
(Times Wide World Photos, Paris Bureau.)



A POLKA DOT PIQUE BEACH ROBE Is Lined in Terry Cloth to Absorb the Water and Is Worn With a Pique Hat and Flexible Soled Beach Slippers. The White Satin Bag Is Rubber Lined and Has a Zipper Opening. From Stern Brothers.



A GAY GYPSY BOLERO, Striped in Reds and Blues, Enlivens This Sport Frock of White Shantung. From Drecoil.
(Times Wide World Photos, Paris Bureau.)



YOUTHFUL WHITE LINEN PAJAMA SUIT Trimmed With Plain Red Bands and Worn Over a Red Jersey Bathing Suit. From Mary Novitsky.
(Times Wide World Photos, Paris Bureau.)



PAJAMAS OF NAVY SILK JERSEY AND WHITE PIQUE FROM MARY NOVITSKY.
(Times Wide World Photos, Paris Bureau.)

THE EVENING MODE FOR AUTUMN GROWS IN BRILLIANCE



A BLACK VELVET SASH Gives Smart Accent to This Summery Evening Gown Flowered in Green and Beige. Shown Here With Eight-Button Length Gloves and a Thick Prystal Bracelet. From Saks-Fifth Ave. (Lincoln McCabe.)



SATIN IS FEATURED FOR FALL EVENINGS. Saks-Fifth Avenue Show This Formal Model. The Detachable Scarf Is Worn Thrown Back Over Both Shoulders.

A DISCREET USE OF BEADING IS FAVORED IN FALL EVENING DESIGNS.

This Costume From Philippe & Gaston Is in Pink Georgette With a Cape of Pink Satin Trimmed Luxuriously in Gray Fox.

(Times Wide World Photos, Paris Bureau.)



FOR THE TOUCH OF BRILLIANCE THAT PARIS LIKES,

Lucien Lelong Uses Tinsel Chiffon, Glittering

Gold Flowers on a White Background. The Little Bolero and Border Are of White Tulle. Imported by S. & J. Barnett for B. Altman & Co. (New York Times Studios.)



SASH-ENDS CROSS AT THE FRONT AND TIE AT BACK to Give the Adjustable Waistline Now in Paris Favor. Molyneux Uses Marocain, One of the Heavy Materials Just Introduced for Evening, for This Charming Model. Shown by Mary Walls. (New York Times Studios.)

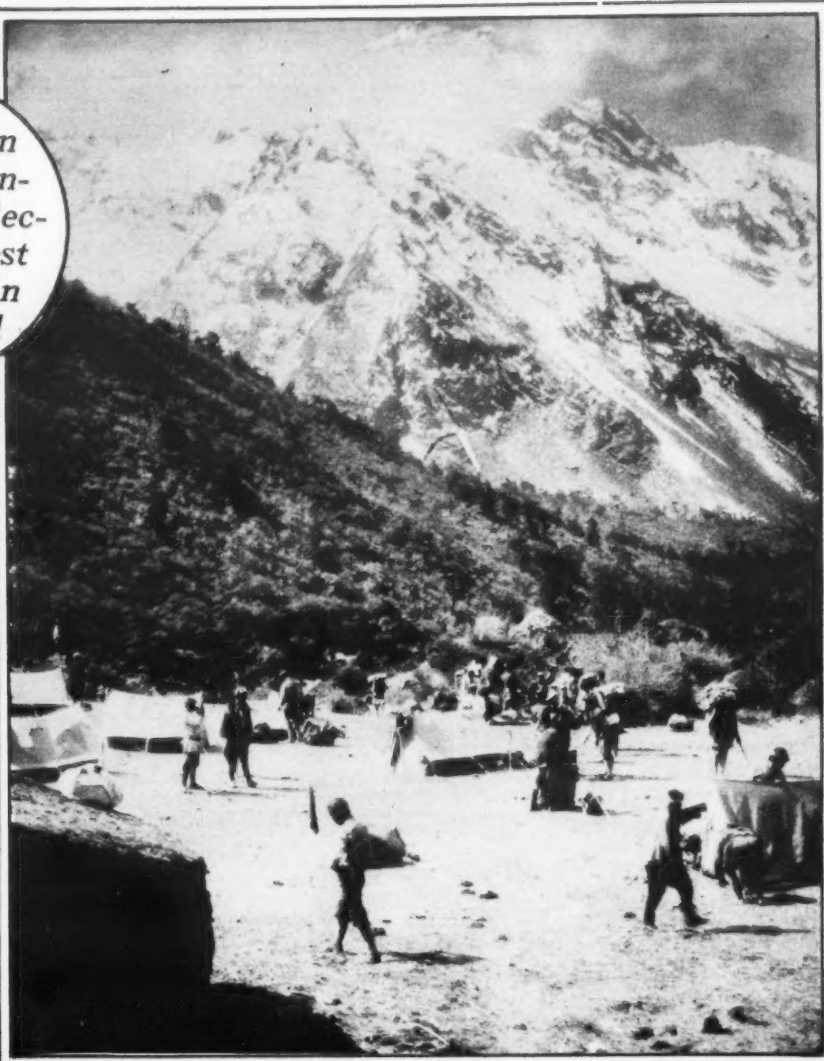
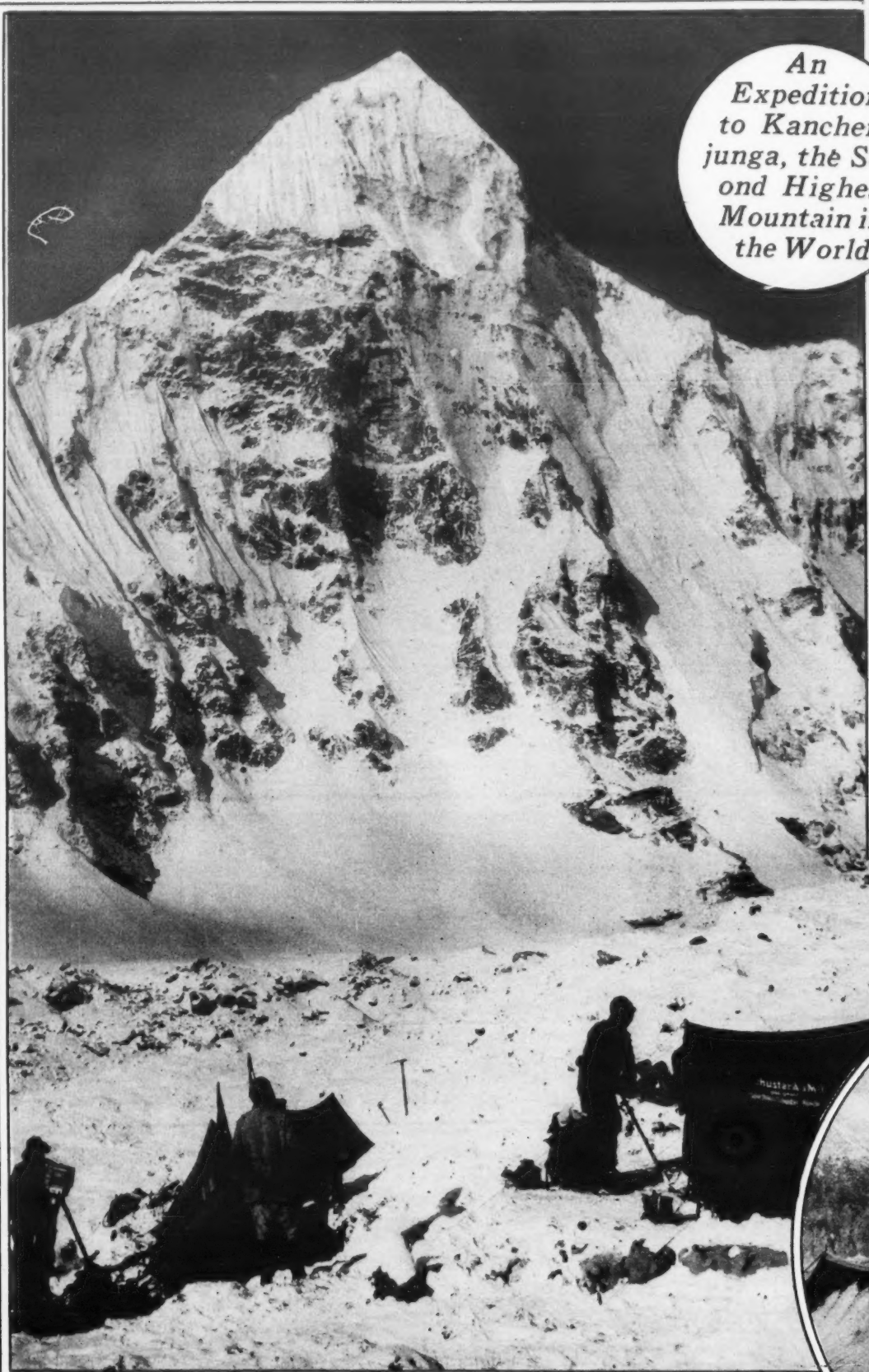


By GRACE WILEY.

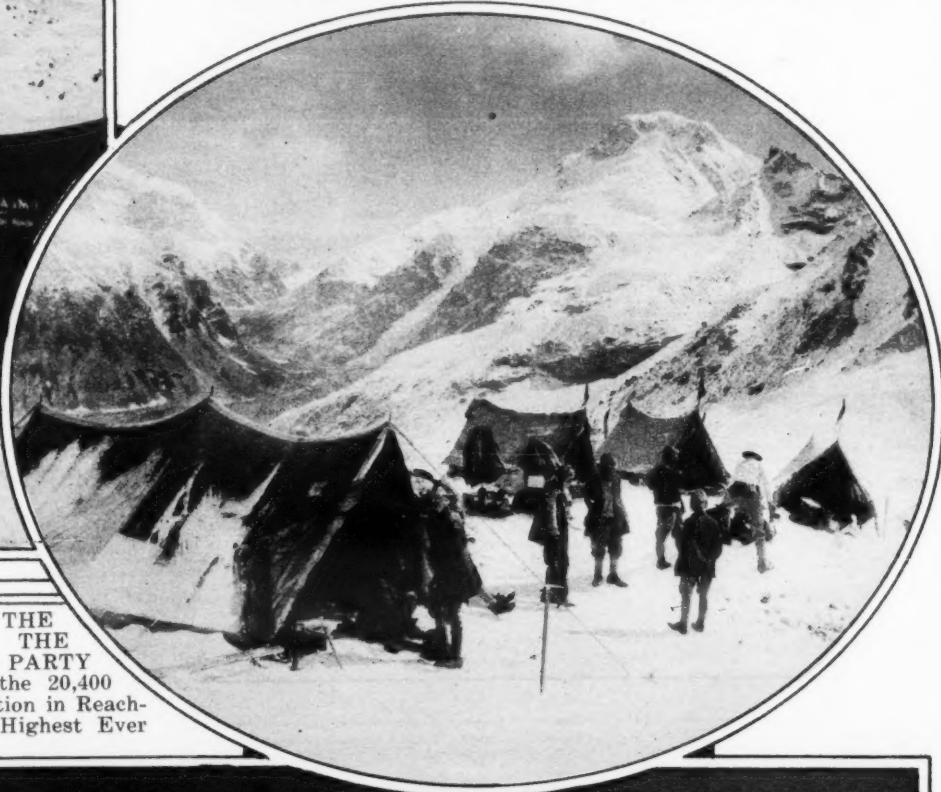
SOPHISTICATED brilliance as opposed to the youthful naïveté of the Summer fashions, marks the new evening styles for Fall. Instead of the simplicity of organ-dy, there is the glitter of tinsel chiffon, metallic fabrics, sequins, and the rich glow of velvets and sheen of satin. The lines of these new gowns, too, have grown in sophistication. The fullness of the skirts begins but a short distance from the waistline and sweeps down into extreme width that swirls and spreads majestically with each movement of the wearer, though in repose it lies in long slender lines.

At Left—AN EXTREME EXAMPLE OF THE GREEK INFLUENCE on Modern Evening Fashions. Designed by Boué Soeurs. (Times Wide World Photos, Paris Bureau.)

An
Expedition
to Kanchen-
junga, the Sec-
ond Highest
Mountain in
the World

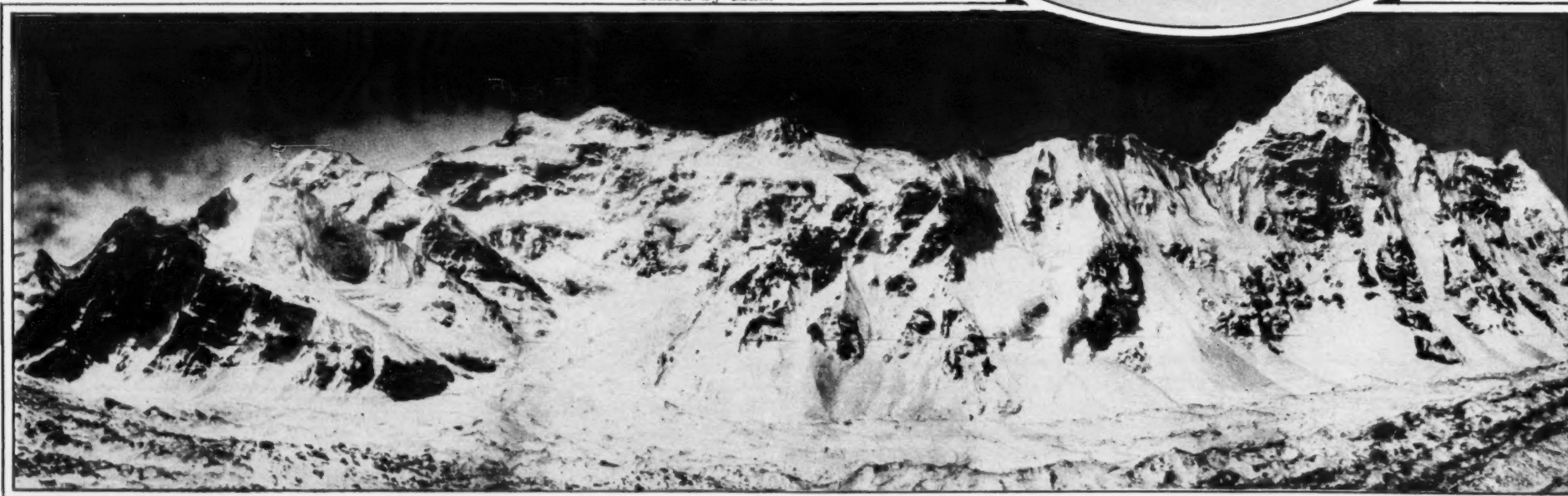


A TEMPORARY VILLAGE IN THE HIMALAYAS NEARLY FOUR MILES HIGH: THE BASE CAMP AT TSERAM, Overlooked by Peaks Perpetually Covered With Snow.



ONE OF KANCHENJUNGA'S MIGHTY NEIGHBORS: THE LOFTY WEDGE PEAK, as Seen From the Camp of the Expedition Headed by Professor Günther O. Durenfurth. From Here the Climbers Started Out to Reach the Summit of Kanchenjunga, 28,150 Feet High, But Were Balked by Avalanches. (All photographs © by The New York Times Company).

THE STARTING POINT FOR THE ASCENT OF JONGSONG PEAK: THE CAMP OF THE DUYRENFURTH PARTY at the Entrance to Jongsong La, the 20,400 Foot Pass Traversed by the Expedition in Reaching the 24,340-Foot Summit, the Highest Ever Scaled by Man.



ONE OF THE HIGHEST AND MOST FORBIDDING MOUNTAIN RANGES KNOWN TO MAN: A PANORAMA of the Range Where Tibet, Nepal and Sikkim Meet, Showing Kanchenjunga in the Central Background and Wedge Peak at the Right. Because of Blizzards and Avalanches the Durenfurth Party Abandoned the Attempt to Scale Kanchenjunga and Climbed Jongsong Peak Instead.



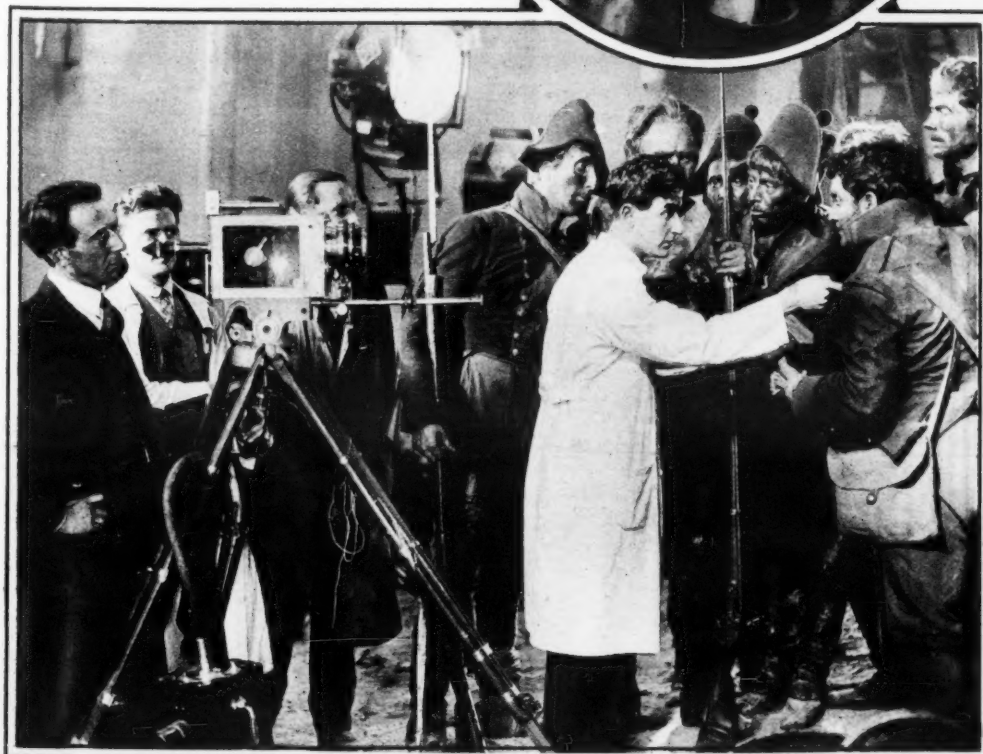
Stars
and
Scenes
of
the
New
Films

RONALD COLMAN AS A
CRICKETER,
in the Current Screen Produc-
tion of "Raffles," Presented by
Samuel Goldwyn.

At Right—
HARPO MARX,
Who Appears With His Three
Brothers in Paramount's
Screen Version of Their Stage
Success, "Animal Crackers."
(Zerrenner.)



KAY JOHNSON,
as She Appears in the Title Rôle of Cecil B. DeMille's Forthcoming Production,
"Madame Satan."
(Hurrell.)



GERMAN CAMERAS TURN TO WAR: KURT BERNHARDT
Rehearsing a Scene for the Ufatone Production of "The Last
Company."



RICHARD BARTHELMESS AND MARIAN NIXON WITH FRANK LLOYD,
Who Is Directing Them in "Adios," a First National Picture With a Touch of
Spanish.

Featured in Broadway Productions



AL TRAHAN,
as the "President of New
York," in the Second "Little
Show," Coming to the Royal
Theatre.
(Hal Phye.)



VIOLET HEMING,
Featured in "Ladies
All," the New Comedy
at the Morosco Theatre.
(Workstel.)

At Right—
MARGARET PERRY,
in the Leading Feminine
Role of "Strictly Dis-
honorables," Brock Pem-
berton's Long Popular
Comedy at the Avon
Theatre.
(Bloom.)



KING, KING, AND KING,
Broadway Dancers, Who Have Departed for Europe to Appear During the
Summer at Deauville, Hamburg and Paris.
(Mitchell.)

METROPOLITAN AMUSEMENT GUIDE

8th Edition **AMERICA'S GREATEST REVUE**
EARL CARROLL VANITIES ALL NEW
66 GLITTERING SCENES—1000 LAUGHS
HERB WILLIAMS—JIMMY SAVO—JACK BENNY
A cast of 150 and the Most Beautiful Girls in the World
NEW AMSTERDAM THEATRE 462 GOOD BALCONY SEATS AT \$1.00
W. 42 St. Nightly & Popular Matinees
WED. & SAT.

The Theatre Guild Presents
The New
GARRICK GAETIES
GUILD THEATRE, 52nd W. of B'way
Eves. 8:30. Mats. Thurs & Sat. 2:30

Brock Pemberton presents
Strictly Dishonorable
Comedy Hit by Preston Sturges. with TULLIO CARMINATI
Staged by Antoinette Perry and Mr. Pemberton
AVON THEATRE West 45th St. Evenings at 8:50 11th MONTH!
Matinees Thursday & Saturday at 2:30
THIS ATTRACTION NEVER AT CUT RATES

GEORGE WHITE'S ACE OF MUSICAL COMEDIES
FLYING HIGH
with BERT LAHR OSCAR SHAW SONGS BY DE SYLVA, BROWN & HENDERSON
Pop. Mats. Wed. & Sat., 8:15 to 8:30. No Tax
GEORGE WHITE'S APOLLO, West 42d St.

CONNOLLY & SWANSTROMS Musical Smash Hit of the Year
IMPERIAL THEATRE 45th ST. W. of B'WAY EVS. 8:30 MATS. WED. and SAT. 2:30
JACK DONAHUE in SONS O' GUNS with GINA MALO
ALBERTINA RASCH GIRLS

MANSFIELD THEA., W. 47th ST. EVS. 8:30
MATINEES WED. & SAT., 2:30
The GREEN PASTURES
PULITZER PRIZE PLAY.
"The Divine comedy of the theatre"—Times

"ALL QUIET ON THE WESTERN FRONT" CENTRAL
B'way & 47th St. Daily, 2:45—8:45
3 Times Sat. & Sun. 2:45—5:45—8:45
A Universal Picture. Presented by Carl Laemmle

RICHARD **BARTHELMESS**
in the "DAWN PATROL" with DOUGLAS FAIRBANKS JR., NEIL HAMILTON
WARNER BROS. Comfortably Cooled
The Air Epic of the Western Front WINTER GARDEN BROADWAY at 50th Street
Continuous Performance. POPULAR PRICES

"GOLDEN DAWN"
A Smashing Drama with NOAH BEERY, VIVIENNE SEGAL and Walter Woolf
WARNER BROS. REFRIGERATED. New York & Brooklyn
Every Seat a COOL Retreat **STRAND**
Continuous at Popular Prices

A WELL DONE SINCERE DRAMA with CHARACTERS that ARE REAL
The **BIG HOUSE** ASTOR
THEA., B'way & 45 St. Daily, 2:30, 8:50; 3 times Sat., Sun. & Hols., 3, 6, 8:50.
An M.-G.-M. Cosmopolitan Production with CHESTER MORRIS, LEILA HYAMS, ROBERT MONTGOMERY, WALLACE BEERY, LEWIS STONE, GEORGE MARION, J. C. NUGENT



"MISS NEW YORK" AS THE RETURNING CELEBRITY SEES HER:
MISS CLARA ELLISON BOCK
Typifies Manhattan's Spirit of Welcome by Wearing Festoons of Ticker Tape During a Visit to the Mauretania.
(Times Wide World Photos.)



At Right—
A QUIET POOL IN THE JUNGLES OF THE BELGIAN CONGO: A HIPPOPOTAMUS Coming Up for Air in a Waterhole in the Depths of the Primaeval Forest.
(Times Wide World Photos.)



THE CITIZEN SOLDIERS OF FORT MYER PASS IN REVIEW FOR THE SECRETARY OF STATE: SECRETARY HENRY L. STIMSON Watching the Parade of Cavalry Units of the Citizens' Military Training Camp at the Virginia Army Post Under the Direction of Colonel Harry N. Cootes.
(Times Wide World Photos.)

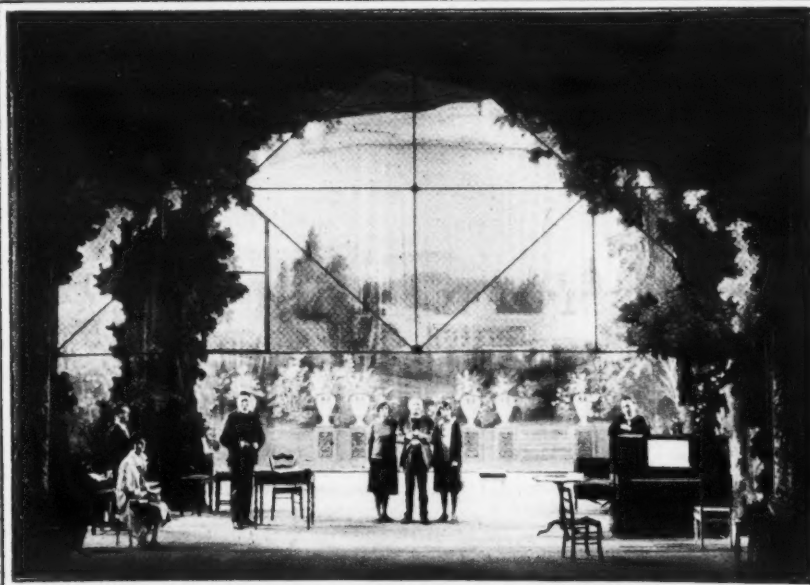
Where
Americans
Study in a
French Roy-
al Pal-
ace



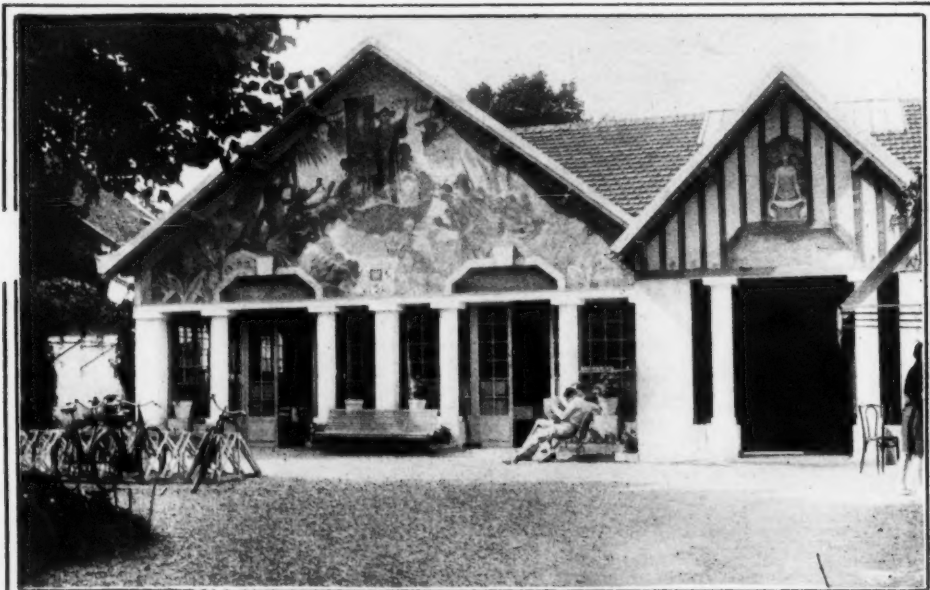
MARBLE HALLS OF ROYALTY NOW USED BY AMERICANS: ONE OF THE WINGS OF THE FONTAINEBLEAU PALACE Which Is Occupied by the American School and on Which Reconstruction Work Is Being Pushed With Funds to Which the Rockefellers Contributed.

A SETTING IN WHICH FRENCH ROYALTY DELIGHTED: STUDENTS

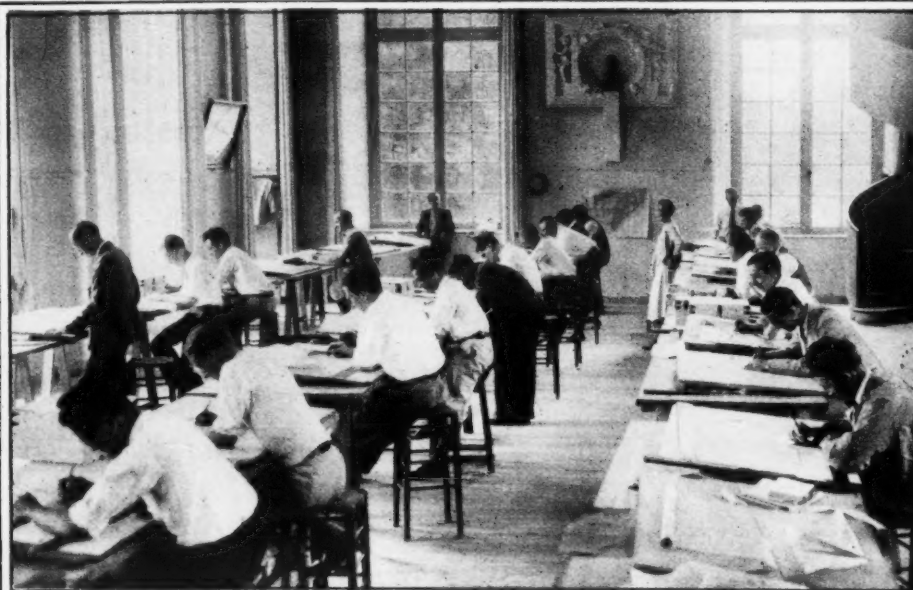
of the Landscape Drawing Class of the American School of Music and Fine Arts at Work on the Shore of the Lake at Fontainebleau, With a Part of the Château in the Background. Begun in the Thirteenth Century and Completed Only in the Eighteenth, This Palace Was the Favorite Residence of Several French Monarchs and it Was Here That Napoleon Signed His Abdication in 1814. (Times Wide World Photos, Paris Bureau.)



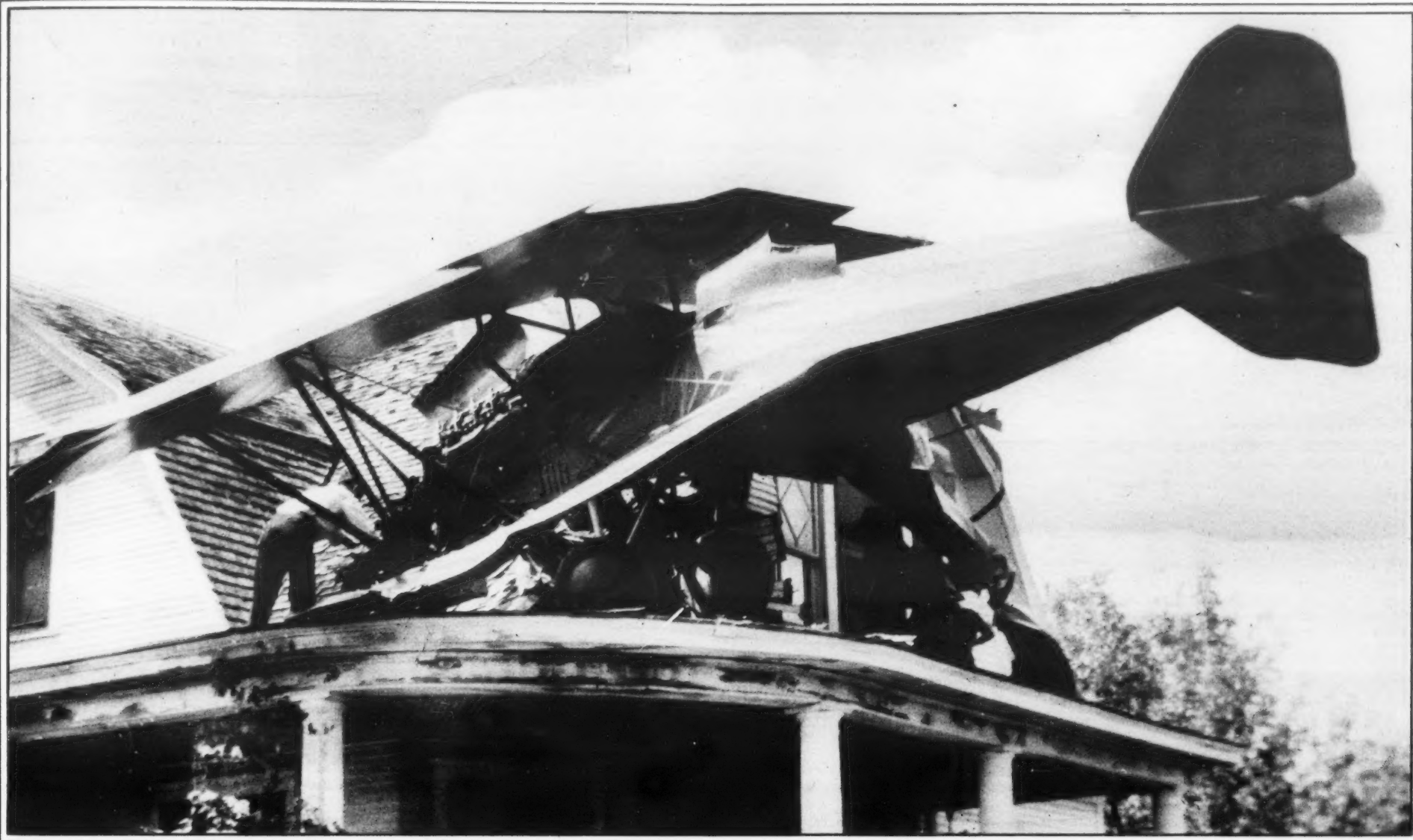
ON THE STAGE OF THE EXPERIMENTAL THEATRE AT FONTAINEBLEAU: A Scene in the Theatrical and Singing Department. The School of Music, Which Last Month Celebrated Its Tenth Anniversary, Is an Outgrowth of Classes Formed in the World War to Train American Military Musicians in French Music.



A CENTRE OF GASTRONOMICAL INTEREST: THE RESTAURANT AT FONTAINEBLEAU, Bearing a Painting Depicting the Landing of Columbus in the New World.

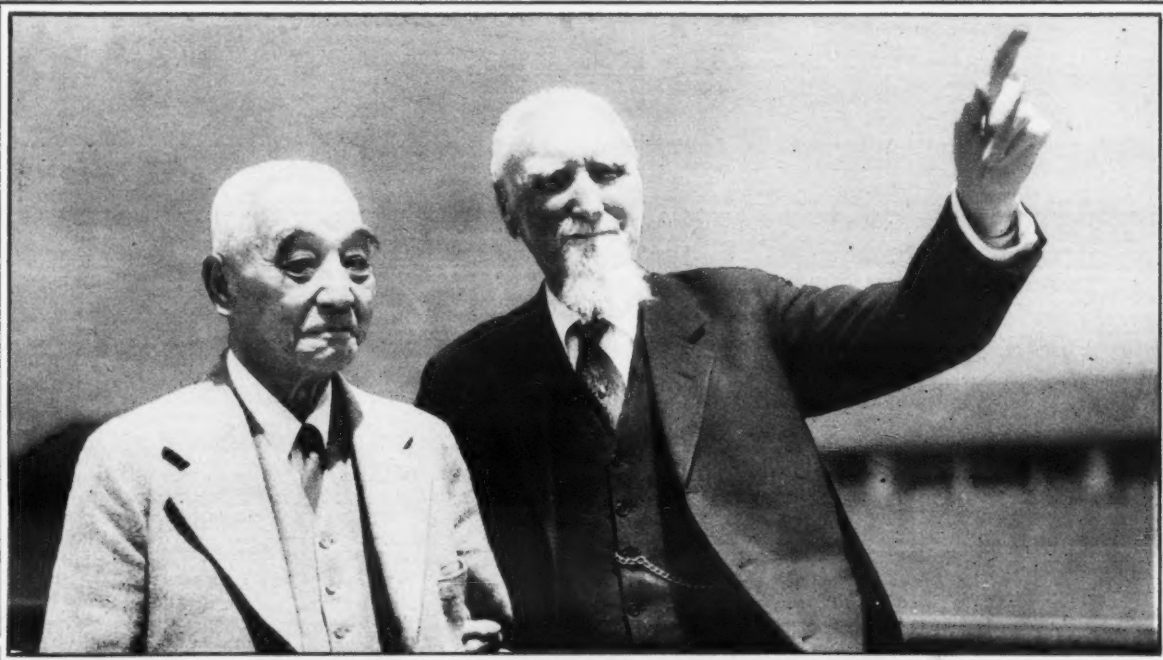


PREPARING TO DESIGN TOMORROW'S PALACES OF BUSINESS: THE ARCHITECTURAL CLASS of the American School at Fontainebleau, 37 Miles From Paris, Where Selected Students From the New World Receive Instruction From Great French Teachers.



AN UNWELCOME AND UNWILLING VISITOR: WRECKED PLANE of Ivan Moline of Polk, Neb., Who Crashed on the Roof of a Fellow-Townsmen's House While Attempting a Forced Landing. (Times Wide World Photos.)

At Right—THE DIRECTORS OF TWO GREAT FLEETS DISCUSS TRAFFIC ON THE PACIFIC: ROBERT DOLLAR AND LORCHIRO ASANO, Founder of the Japanese Trans-Pacific Steamship Line, Upon the Latter's Arrival in San Francisco on a Visit in the Interest of Navigation. (Times Wide World Photos.)



At Left—FILMING THE FORM THAT HAS CAPTURED ALL OF GOLF-DOM'S HIGHEST HONORS: BOBBY JONES Driving for a Speed Movie Camera on the East Lake Country Club Course in Atlanta to Place His Repertory of Shots on Moving Pictures for the Use of the Professional Golfers' Association to Instruct Its Members in the Most Nearly Perfect Style of Play. (Times Wide World Photos.)



(for 2¼x3¼" roll film) with Anastigmat F4.5 Genuine FOTH Lens

Almost 3 times the speed of cameras generally sold at this price, equals in speed and quality cameras selling for more than \$50.

PRICE ONLY \$18.00

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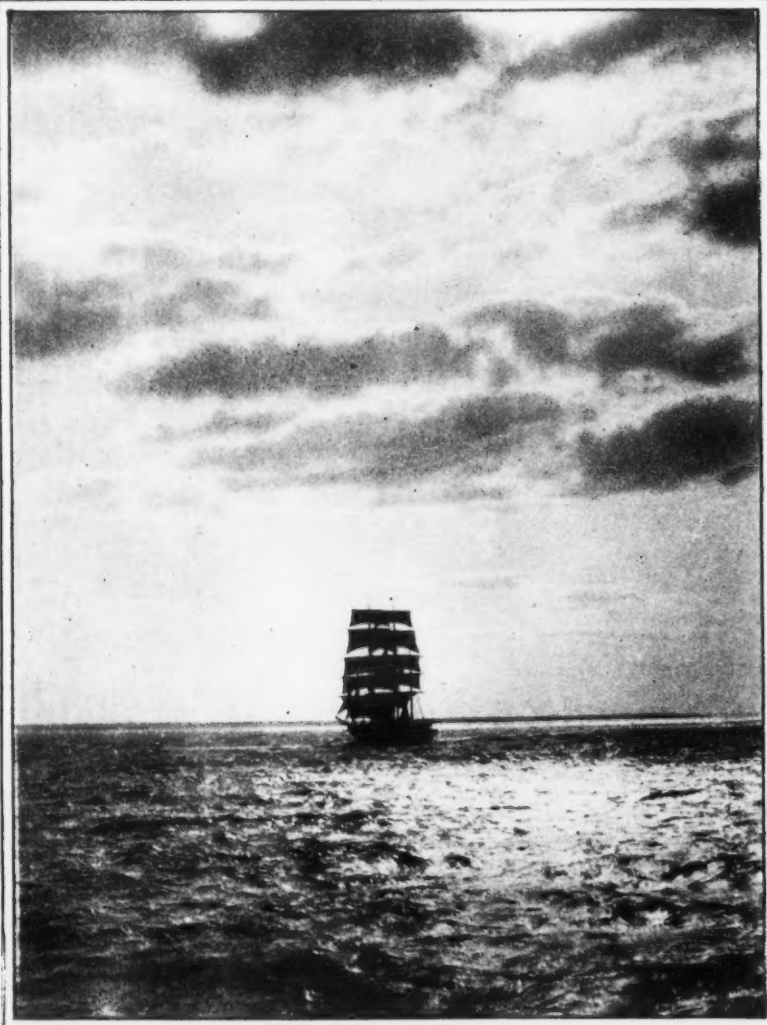
A ROSE
AND ITS
SHADOW:
CAMERA
STUDY
by
Harold
Gretzner
of Oakland,
Calif.
(First Prize,
\$10.)



THE
THINKER
OF THE
BEAR
FAMILY:
Sent by
Rena Rose
of
Chicago, Ill.
(Cash
Award, \$3.)



At Left—
A MAN
WITH A
THOUSAND
FRIENDS.
Photo by
Alex
Pietrowski
of Chicago,
Ill.
(Cash
Award, \$3.)



AN OLD WINDJAMMER AT SEA.
From Edward J. Mandell of West Somerside, Mass.
(Cash Award, \$3.)



A PARK LAKE IN SOUND BEACH, CONNECTICUT.
Photographed by George A. Ohren of New York, N. Y. (Cash Award, \$3.)



SOVEREIGN
OF THE POND.

Photograph

From J. G.

Tannahill

of Orange, N. J.

(Cash Award, \$3.)



At Left—
FEEDING HER
FLYING
FISH.

Sent by Mrs.

Theodore C.

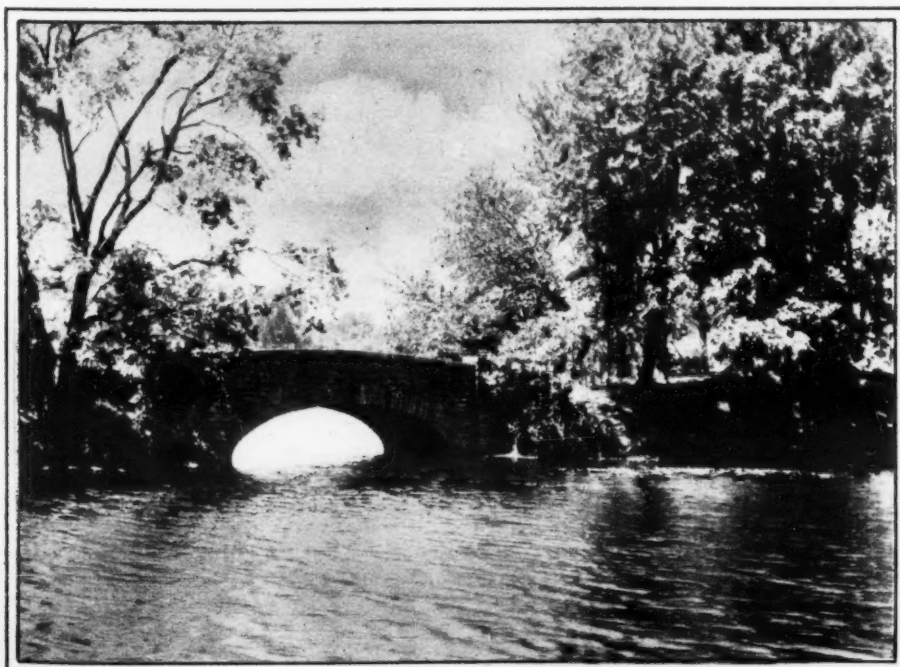
Greene,

Presbyterian

Mission,

Peking, China.

(Cash Award, \$3.)



A SHADY HAVEN FOR WEARY CITY DWELLERS.
Offered by Charles Koehler of Jamaica, N. Y.
(Cash Award, \$3.)

Rules for Contest.

MID-WEEK PICTORIAL each week awards a first prize of \$10.00 for the best amateur photograph, and pays \$3.00 for each other photograph accepted. Amateur photographs must be submitted by the actual photographer. All photographs must carry return postage and should be addressed to the Amateur Photograph Editor, MID-WEEK PICTORIAL, 229 West 43d Street, New York, N. Y.



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130 WEST 49 STREET, NEW YORK
BRYANT 8000

"WHERE SERVICE AND COURTESY JUSTIFY THE NAME"

DAILY RATES—NONE HIGHER

Single Room, Adjacent Bath.....\$2.00

Double Room, Adjacent Bath.....\$3.00

Single Room, Private Bath.....\$3.00

Double Room, Private Bath.....\$4.00

SPECIAL WEEKLY RATES



EXTRA VACATION MONEY

Are you short of money for your vacation? We will tell you a dignified and profitable way to earn extra cash. Fill in and mail us the form below.

Mid-Week Pictorial,
Published by The New York Times Company,
229 West 43d St.,
New York, N. Y.

Without any obligation, please tell me more about your spare-time plan.

Name.....

Address.....

City State.....

55,000 Inquiries from One Rotogravure Advertisement in The New York Times

1,200,000 Consumer Inquiries

600,000 PERSONAL CALLS AND 600,000 COUPONS BY MAIL

At 9¢ Each, in 13 Months

FOR several years, many advertising men, with the welfare of the business at heart, have urged a return to the methods of common honesty.

Their criticism, aided by the inherent weaknesses of the gross types of advertising they condemned, has borne fruit. Signs of a return to sincerity are manifest in advertising columns today.

We wish to submit the results of a campaign that made sincerity its first principle.

The opportunity came to introduce and sell to the most critical market in America a new product, but one whose advertising would have to compete with the glaring excesses of the day—the campaigns that have flourished through the immoderate use of purchased testimonials and intemperate claims.

After research, two conclusions were drawn: First, that the most genuine expression of faith in the product would be to offer a complimentary package to the prospective user. Second, that this plan would not succeed without advertising copy so manifestly sincere as to disassociate in the public's mind, this different offer from ordinary sampling.

The campaign was begun on that basis.

A rotogravure page in the New York Times in April, 1929, produced 55,000 replies, and smaller advertisements produced corresponding results.

In June, New York's predominant specialty shop mailed a message to 85,000 credit customers, of whom 12,000 visited the store to obtain the complimentary package. Soon 200 leading stores in as many cities sent the same message to 1,500,000 chosen customers; 600,000 responded. This advertising material and its postage was paid for by the stores. There was no advertising cost to the manufacturer, no commission to the agency. This plan, by

extensively utilizing the cooperation of the reduction of 50 per cent. in the publisher's normal

In the Fall a

24,000 coupons,

In February the

series (half-page

4,000,000) pulled

No coupon was

(16,000,000 circula

Dramatic results.

consumer acceptance

This campaign has

Some have gone so fa

type. Be that as it may,

an opinion on the pow

long-needed return to th

THE business policy

duces to sincerity in a

profit is diverted from va

client's appropriation, and

the work to be done.

This plan insures freedom

five advantages of one course

in short the natural causes of

There is nothing to deflect th

plan of campaign is best for th

We shall be glad to furnish

business executives and bankers

FREE TO EVERY BUSY WOMAN WHO WANTS A BEAUTIFUL SKIN

This 75¢ Bottle of Ambrosia given with our compliments

SWIFT, convenient—cleansing the skin as nothing has done before, until liquid Ambrosia brings you the joy of radiant freshness no matter how hurried you are.

Ambrosia—as easy to use as your soap.

No grease to get in the hair, no shine can be left on the skin. Wipe Ambrosia gently over the face with cotton; stroke up with the fingertips until dry. The dirt comes off on the cotton; there's nothing to wipe away. Powder clings subtly, evenly, lastingly to your young, firm-textured skin.

Only a liquid can reach the deep-lying dirt.

Naturally a liquid penetrates instantly into the pores. Naturally a liquid floats out the deep-lying dirt, the dirt that coarsens and ages, the dirt that other cleansers have never been able to reach. You feel laggard blood waken to

Make this startling test

After your usual cleansing with soap and water, apply your usual cosmetic. Then apply a 75¢ bottle of Ambrosia. The skin will be so clean that the cosmetic will be applied more evenly and last longer.

FREE INTRODUCTORY OFFER
Good This Week Only

Do us the favor to make this test at our expense. If you live in Manhattan, New York, get Ambrosia during the taking of this coupon to your favorite store. If you live outside New York mail the coupon to us.

AMBRÓSIA

Winter Ambrosia
For Women 75¢ Bottle of Ambrosia

life as Ambrosia enters the pores. You know Ambrosia is doing for you what nothing has done before. Even the odor of Ambrosia is pleasantly clean and refreshingly tonic, yet it leaves no scent on the skin.

Know for yourself the luxurious Ambrosia instantly brings to the skin.

For twenty-seven years we have been making Ambrosia to private order for America's notable women. Because we know that the woman who uses Ambrosia for ten days becomes its constant admirer, because we are sure of Ambrosia's cause we are sure of the radiant convenience and speed—the radiant clearness it brings to the skin—we wish to send you the 75¢ flacon of Ambrosia with our compliments—enough for sixteen days of loveliness. Watch your own mirror reflect the loveliness Ambrosia brings to the skin.

COWAN & DENGLE
ADVERTISING • MERCHANDISING • SALE
NEW YORK

"A Rotogravure page in The New York Times in April, 1929, produced 55,000 replies; and smaller advertisements produced corresponding results"—

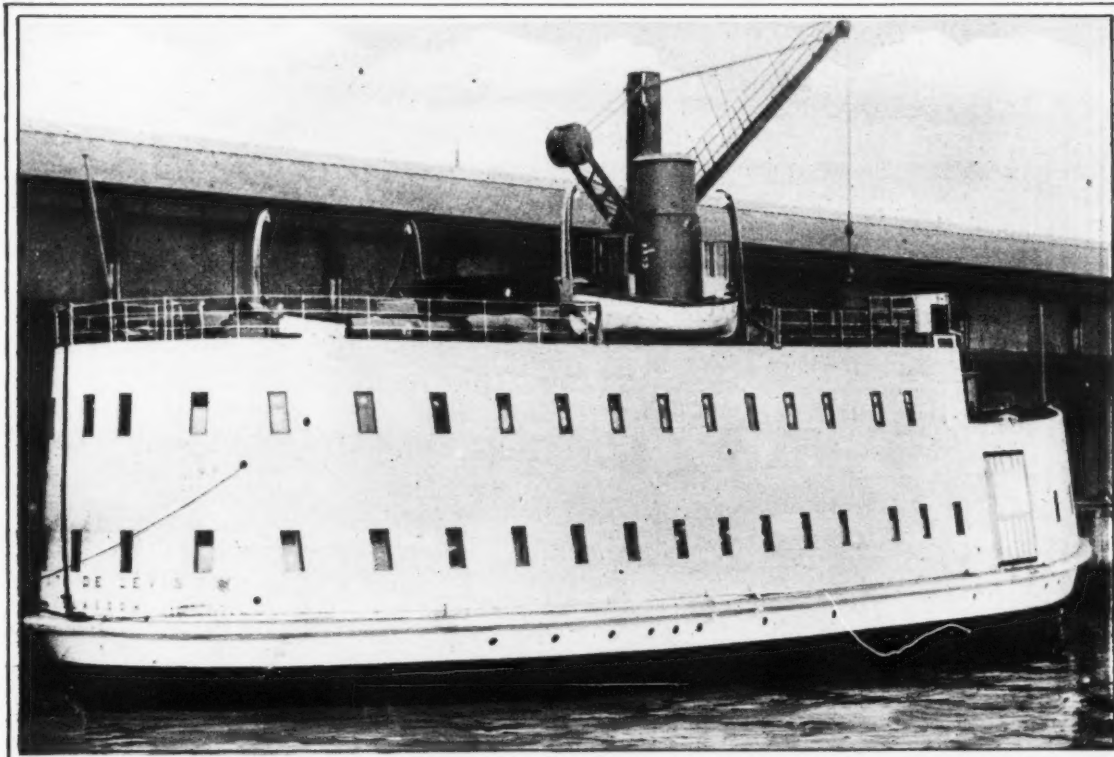
from a page advertisement of Cowan and Dengler in the June issue of the magazine "Fortune."

The net paid sale of The New York Times Sunday edition is in excess of 750,000 copies—greater than the combined circulation of 8 nationally known quality magazines.

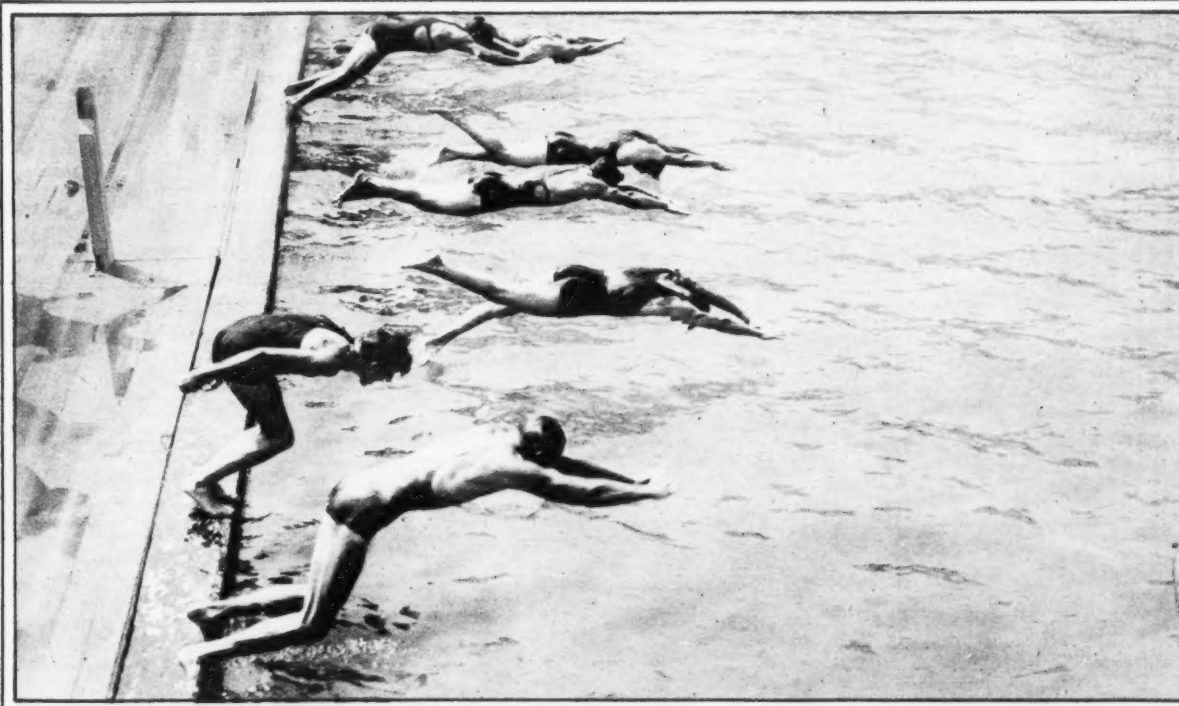
Reproduced from a full page advertisement in the Rotogravure Section (a part of the Sunday edition) of The New York Times of Sunday, April 29, 1929.

The New York Times

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